Examining the Impact of @waste4change's Instagram Campaign on User Attitudes towards Waste Management

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Abstract: Waste management is a social problem that needs to be addressed to foster a positive attitude toward the need to develop waste management. Campaigns through social media need to be evaluated for their benefits. Only a few studies have evaluated the impact of exposure and presentation of information conveyed via social media. This study aims to see the effect of exposure and presentation of information from @waste4change delivered through Instagram on user attitudes. The population is social media users, and a sample of 100 users is taken. The research used a survey with purposive sampling techniques, and the questionnaires were distributed through social media. The results show that exposure and information presentation significantly influence user attitudes. In addition, the presentation of information in this study showed the role of valence and weight of information. The findings confirm the role of Instagram platform content in providing education.

Keywords: Exposure, Waste management, Instagram, Valence, Campaign

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Introduction

Waste management needs attention not only from the government but also requires community involvement. The volume of waste generation in Indonesia in 2022 will reach 19.45 million tons. Based on the type, most of the waste generated is in the form of food waste, with a proportion of 41.55%, then the plastic waste is in second place, with a proportion of 18.55% (Putri, 2023). Modernization in the current era of globalization also contributes to the increase in waste generation each year. People live a consumptive lifestyle which contributes to more waste generation. Alfitri et al. (2020) said that pollution is one of the biggest environmental threats. It was further said that around 20% -50% of waste in developing countries could not be collected due to the lack of waste collection services and an inadequate waste management system. Garbage can still be found piled up on the streets, which can cause disease. In general, it is said that developing countries have the potential to face higher waste problems compared to industrialized countries.

Poor waste collection services in Indonesia can be seen from the lack of Final Disposal Sites (TPA) due to the limited available land and inadequate facilities and infrastructure (Dewanti et al., 2019). The Bantar Gebang Integrated Garbage Disposal Site (TPST) in Bekasi is almost complete due to the ever-increasing piles of garbage; even the Provincial Government of DKI Jakarta plans to buy land from residents around the TPST to expand the TPST land (Raharjo, 2021). Pangkalpinang in the Bangka Belitung Islands is experiencing a landfill crisis, with only two hectares of land remaining (Davina, 2021). Apart from that, Pematangsiantar, especially in Tanjung Pinggir, is also experiencing a landfill crisis, where garbage piles up on the shoulders of the road, and it is difficult for garbage trucks to enter the land (Manurung, 2021). In addition, waste is not managed properly due to the infrequent waste sorting activities; even though some places have separated waste by type, waste workers often mix the separated waste back when it is brought to the waste disposal centre (Ismail, 2019).

The community needs to gain awareness of waste management in order to reduce waste piles in Indonesia; this shows that residents' awareness of waste management still needs to improve (Haswindy & Yuliana, 2017). It has also been discovered that attitude is a crucial element in trash management (Gnimadi, 2022). A social movement is needed to free Indonesia from waste problems; social movements are formed because of the results to be achieved (Haris et al., 2019). Social movements to solve environmental problems can be carried out online through social media. Social media and social movements are two important interrelated components because people use social media as a source of information (Sitowin & Alfirdaus, 2019); social media provides a virtual space to form a movement with the community to fight for shared values.

The use of social media as a space for education, information, and campaigns on environmental issues has been carried out. Nurislam (2020) shows how people use social media, YouTube, to watch waste management skills content. The study by Budiarti et al. (2020) describes a campaign carried out via Instagram @lesswasteshift to increase public awareness of protecting the environment, especially in reducing waste. Maryam et al (2021) show that an organization provides education through campaigns on social media; this activity is carried out to provide public knowledge and understanding about environmental damage and positive behaviour to overcome this problem. Kristanti & Marta (2021) showed that the content of YouTube channel has persuasive and educative to the users. This shows the role of social media in educating the public regarding waste management through informative content, which can then change their attitudes and behaviour.

The need for education about waste management in the community and the use of social media as a virtual campaign space makes this study necessary. Exposure to information from social media is expected to create positive attitude changes in audiences. This refers to the Information Integration Theory from Martin Fishbein (1973), which states that information can potentially influence the formation of attitudes of recipients of information. Previous studies have shown that exposure to social media information affects changes in attitudes (Imanda, 2021; Ashari, et al., 2016; Umniyati, 2017; Intyaswati, 2022). However, there still needs to be more studies looking at the relationship between exposure and presentation of waste management information on the attitude of recipients of information. This study aims to look at the role of exposure and presentation of @waste4change account information in changing audience attitudes.

Research Method

This study used a survey method with a purposive sampling technic. The sample criteria were followers of the Instagram account @waste4change who read, saw, or heard information related to waste management provided by the Instagram account @waste4change. Researchers distributed questionnaires in the form of Google Forms via Instagram to the followers @waste4change. Data collection was carried out in April 2022 and got 100 respondents.

The instrument of the research refers to a predetermined study. Table 1 shows the operationalization of variables. There are two independent variables, 1) Information Presentation, with two indicators, namely valence and weight, 2) Exposure, with three indicators, namely frequency, duration, and attention. The dependent variable is attitude, with three indicators including cognitive, affective, and conative. Validity test using Exploratory

Factor Analysis (EFA) have met the standard criteria; the results of the Measure of Sampling Adequacy tested the validity of the questionnaire on the question items resulting in a value that met the standard (> 0.50) for each item (Intyaswati, 2023). A reliability test was carried out using Alpha Cronbach's, and the results have the standard value (> 0.70). Data analysis used multiple linear regression to determine whether or not there was a relationship between variables that had a causal relationship using SPSS 24 program. This section describes how the research was conducted, research design, data collection techniques, instrument development, and data analysis techniques. This section explains how the data was collected/generated and an explanation of how the data was analysed.

Table 1 Operationalization of Variables

Variable	Dimension	Indicator
Information presentation	Valence	-Information provided by @waste4change supports followers' belief in waste management -The information provided by @waste4change adds to followers' confidence in waste management
	Weight	-The accuracy of the information presented by @waste4change -Clarity of information presented by @waste4change -The relevance of the information provided by @waste4change
Information Exposure	Frequency	-Frequent access to waste management information on the Instagram account @waste4change -Frequently follow the development of waste management information on the Instagram account @waste4change
	Duration	-Time spent viewing, reading, or listening to the information provided by @waste4change
	Attention	-The level of concentration or focus in viewing, reading, or hearing the information presented by @waste4change
Attitude	Cognitive	-Know the information presented by @waste4change -Understand the waste management activities informed by @waste4change
	Afective	-The taste you get after being presented with information by @waste4change -Interest in waste management activities
	Conative	-Availability to share information and carry out waste management activities

Result and Discussion

Based on the questionnaires distributed, the researcher obtained the characteristics of the respondents; the majority of respondents are female, with 81 respondents (81%), and 19 (19%) of male. Out of 100 respondents, they are 18-24 years old, namely 59 respondents (59%). The highest educational level of the respondents was Bachelor's level, with a total of 70 respondents (70%).

Based on Table 2, information exposure (0.287) with $p < 0.05$ and information presentation (0.425) with $p < 0.05$ has a significant effect on respondents' attitudes. Based on the magnitude of the role of each variable, information presentation (0.539) contributes more to the formation of attitudes than information exposure (0.305).

Table 2 Regression of variables

Model	Unstandardized Coef.		Standardized Coef.	Sig.
	B	Std. Error	Beta	
Constant	4.189	2.791		0.137
Presentation	0.425	0.065	0.539	0.000
Exposure	0.287	0.078	0.305	0.000

Dependent Variable: Attitude

The coefficient of determination can be seen in Table 3. The R Square obtained is 0.584, so the Coefficient of Determination value obtained is 58.4%. It showed the proportion of variation in attitude change explained by the information exposure and presentation. It is the measure of the goodness of fit of the model.

Table 3 Coefficient of Determination

Model	R	R Square	Adjusted R Square	S.E. of Estimate
1	0.764	0.584	0.576	2.821
a. Predictors: (Constant), Exposure, Presentation				

Measuring the effect of information presentation on attitudes includes aspects of information valence and weight. Information valence and attitude are positively correlated; this means information about waste management presented by the Instagram account @waste4change can support and increase followers' confidence in waste management activities. The information provided by @waste4change explains and describes the waste problems that

occur in Indonesia. The @waste4change also introduces ways to reduce waste by carrying out waste management activities that can support solving waste problems in Indonesia. As followers of the @waste4change account, respondents get encouragement to carry out waste management activities through the information.

Users' opinions did not just alter due to more excellent information (Wang et al. 2021). The weight of the information presented combined three essential aspects, namely, the accuracy of the information, the clarity of information, and the relevance of information. These three aspects contribute to the presentation of information. This finding is in line with Simanjuntak et al. (2016), there was a significant relationship between information on the @fxsudirman Instagram account and followers' attitudes.

The information exposure included activities of seeing, reading, or hearing information measured based on duration, frequency, and attention. In this study, information exposure activities are carried out by followers of Instagram @waste4change for information related to waste management. The impacts of exposure include three aspects of attitude: cognitive, affective, and conative. The impact on cognition can be seen from the followers' knowledge, the affective impact can be seen from one's feelings, and the conative impact can be seen from one's behaviour.

The effect of exposure on the cognitive impact of the respondents as followers of Instagram @waste4change has been indicated by their knowledge of waste management and understanding of the need to carry out waste management activities. From the affective aspect, the indicator of exposure impact is shown by how satisfied and inspired the respondents feel after seeing, reading, or hearing information about waste management. In the conative aspect, the exposure effect indicator is the respondents' availability to carry out waste management activities, share information related to waste management activities, and invite other people to carry out waste management activities. The previous research showed that exposure of social media or sites impacts students' attitudes (Umniyati et al. (2017); Intyaswati, 2022; Sitar 2023).

Conclusions

This study explains the effect of information presentation and information exposure of Instagram @waste4change on followers' attitudes regarding waste management. There is a significant influence between information presentation and information exposure on followers' attitudes regarding waste management. This study shows that not only exposure but the presentation of information also plays a role in shaping the attitude of the recipient of the

information. This study confirmed the assumptions of the Information Integration Theory model that information has the potential to influence the formation of attitudes of recipients of information. This finding can be a reference that social media can be a media campaign and a means of learning related to social issues.

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