

CONTENT ANALYSIS ON THE ROLE OF @BUMIJO.ID SOCIAL MEDIA IN RAISING CONSUMER AWARENESS OF ENVIRONMENTAL ISSUES

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ARTICLE INFORMATION	ABSTRACT
Submitted: March, 13. 2026 Review: April, 6. 2026 Accepted: June, 28. 2026 Published: June, 28. 2026 Keywords: Consumer Awareness, Eco-Living, Ecoliteracy, Social Media.	<i>The social media account @bumijo.id focuses on education and promoting an environmentally friendly lifestyle. The @Bumijo social media have the potential to be a campaign medium for environmental awareness. This research aims to analyze the Instagram content of @bumijo.id in building environmental awareness among social media consumers. The content analysis is viewed from the perspective of the social media audience. The study uses a quantitative approach to determine the influence of attitudes, subjective norms, and perceived behavioral control on the intention to purchase environmentally friendly products offered by Bumijo. Furthermore, a qualitative approach is used to understand the forms of environmentally friendly behavior, the utilization of social media, and the barriers to implementing eco-living. Quantitative data was collected using a questionnaire and analyzed with multiple regression, while qualitative data was obtained through focus group discussions and interviews, then analyzed using the data analysis model of reduction, presentation, and conclusion drawing. The intention to purchase eco-friendly products is influenced by 22.5% by attitudes, subjective norms, and perceived control simultaneously. Literacy regarding eco-living is considered low, with implementation barriers predominantly due to the high cost of products.</i>
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1. INTRODUCTION

Environmental problems have become a global issue that is increasingly urgent to be resolved. Environmental damage due to unsustainable consumption behavior, such as the use of single-use plastics, waste pollution and deforestation, requires serious attention from various parties, including individuals as consumers. In this context, social media plays an important role as an effective communication medium to increase public awareness of environmental issues (Kapoor et al., 2018). With its ability to reach a wide audience and provide fast access to information, social media such as Instagram has become a strategic tool for spreading environmentally friendly values and encouraging changes in consumer behavior.

The presence of the Instagram account @bumijo.id is a manifestation of concern for environmental issues. Lifting the principle 'Less Waste Lifestyle' make the products sold by green earth target consumers who have concern to maintain a clean environment by reducing the use of plastic waste. This can be seen from the 148 products sold which are environmentally friendly replacement products for daily necessities. Not only providing environmentally friendly products, @bumijo.id also provides content reels those who carry a theme less waste or eco-friendly to guide followers to adopt an environmentally friendly lifestyle.

Instagram as a visual-based platform has great potential to influence the attitudes and actions of audiences through interesting and informative content. Berger and Milkman (2012) explain that content

that triggers positive emotions or is relevant to the audience's personal values has a greater chance of attracting attention and going viral. In this context, accounts like @bumijo.id, which focus on environmental education and campaigns, can be an example of how effective communication strategies via social media can build awareness and encourage pro-environmental behavior.

In line with what Berger and Milkman explained above, the Theory of Planned Behavior (Ajzen, 1991) can be a relevant theoretical basis for understanding how social media content can influence audiences' intentions to support and implement environmentally friendly behavior. This theory explains that the intention to act is influenced by three main factors, namely attitudes towards behavior, subjective norms, and perceived behavioral control. In this research, positive attitudes towards environmental issues can be formed through receiving informative and inspirational messages, while subjective norms can be strengthened through social interactions as seen from digital community support. In addition, perceived behavioral control can be increased by providing practical guidance and information that makes it easier for audiences to take real action to buy environmentally friendly products marketed by @bumijo.id.

The Instagram account @bumijo.id, as one of the platforms active in promoting environmental campaigns, has demonstrated efforts to change people's thinking patterns and consumption behavior. By utilizing attractive visuals, inspiring narratives and a local approach, this account contributes to spreading sustainable values among social media users. However, the extent to which this content strategy is effective in influencing audience awareness and behavioral intentions still needs to be further explored.

This research aims to analyze the influence of Instagram @bumijo.id content on the audience's environmental awareness and environmentally friendly behavioral intentions using the Theory of Planned Behavior approach. It is hoped that the results of this research can provide strategic insight into the design of effective social media content to build environmental awareness, as well as provide theoretical contributions to environmental communication literature in the digital era.

2. METHOD

The research was designed using quantitative and qualitative approaches, through a characteristic design explanatory research. These two approaches are collaborated to determine the situation or conditions that occur and the influencing factors that occur.

Quantitative data in the form of data to determine the extent of the attitudes and awareness of @bumijo.id consumers/followers after being exposed to content containing environmental awareness. The research respondents were audiences who had been exposed to environmental issues on social media with a total of 57 respondents. In accordance with quantitative research principles for research, the minimum sample size is 30 people (Roscoe, 1975). Meanwhile, for qualitative data, an in-depth exploration of what kind of content can form the awareness of account followers will be carried out. The information will be adjusted to interesting findings from quantitative data after data processing.

Data collection carried out in this research used several methods, namely:

1. Questionnaire, namely a number of closed and open questions to measure research variables intended for respondents.
2. Interview, namely conducting verbal questions and answers directly with research respondents to collect the necessary data and information using a prepared questionnaire.

3. Focus Group discussion (FGD), data collected through group discussions, in this case audiences who pay attention to environmental awareness issues.
4. Documentation, namely collecting data by searching and recording relevant data, documents, archives and references that are related to the research.

Data Collection

This research was carried out with the following data collection flow:

1. To obtain data about the influence of content on purchasing intentions for environmentally friendly products such as those on the @bumijo.id account, researchers used a quantitative approach. The research population is the audience exposed to environmentally friendly content on the @bumijo.id account. In this case, it is young people who are more exposed to environmentally friendly content. Respondents totaled 57 people following the minimum sample criteria of 30 people according to Roscoe (1975).
2. Next, after getting an overview of the content and exposure to environmentally friendly issues on social media, including product purchase intentions, researchers conducted a focus group discussion with 35 participants. Participants involved in the discussion were young people who were interested in environmental awareness issues. Focus group discussions were conducted to obtain data on participants' interest and awareness of environmental issues, shopping habits for environmentally friendly products, use of social media, as well as obstacles and challenges in implementing eco-living behavior.
3. The final stage, this research conducted interviews with 4 informants who met certain criteria, by applying purposive sampling techniques. The criteria in question are individuals who actively follow environmental issues on social media and are involved in environmental care practices. Interviews were conducted to obtain in-depth data about environmental care practices and analyze what kind of content can form environmental awareness issues along with products that can support environmentally friendly behavior. This research analyzes whether the content contained in the @bumijo.id account can create environmental awareness issues or is only seen as a promotional tool for environmentally friendly products with purely economic motives.

After the data is collected, data analysis is then carried out. Quantitative data was analyzed descriptively, including understanding the content and content consumption behavior of @bumijo.id. Hypothesis testing was also carried out to suspect that attitudes, subjective norms and perceived behavioral control obtained from the content had an influence on the intention to purchase eco-living products offered @bumijo.id. The hypothesis was proven by multiple regression testing using SPSS version 20. Meanwhile, qualitative data was analyzed using the data analysis component model proposed by Miles and Huberman (1994), including: data reduction stages, data presentation, as well as conclusion drawing and verification stages.

3. RESULTS AND DISCUSSION

This section contains the results of the analysis and interpretation or discussion of the results of the analysis. Describe a structured, detailed, complete and concise explanation, so that the reader can follow the flow of analysis and thinking of researchers [5]. Part of the results study should be integrated with the results of the analysis and the results and discussion are not separated. Environmental issues have increasingly received public attention in recent years, along with increasing awareness regarding the importance of nature conservation and sustainable living.

Topics regarding the environment, lifestyle with a focus on minimizing negative impacts on the environment or eco-living and use of environmentally friendly products or ecofriendly are being discussed more and more massively, especially on social media. This shows a change in people's mindset regarding environmental issues and is accompanied by sustainability actions that care about the environment. In this context, the research aims to analyze the influence of social media content on individual behavior in adopting an environmentally conscious lifestyle and purchasing and using environmentally friendly products.

Table 1. Profile of Research Respondents

Charac-teristics	Categorizati-on	Number of people	Percentage (%)
Age	17 to 27 years old	31	54,4%
	27 to > 30 years	26	45,6%
Gender	Man	12	21,1%
	Woman	45	78.9%
Education	Completed high school/equivalent	31	54,4%
	College	25	45,6%

The table above shows that the @Bumijo.id account followers are dominated by young people who have a high level of education. The information obtained states that many environmental awareness issues are obtained from social media and from the school environment. The social media content presented by @Bumijo.id helps audiences to gain literacy about eco-living. This can be seen from the figure below.

No.	Understanding of Content	Unable	Capable	Very Capable
1.	Ability to understand the purpose of @bumijo.id content	0	18 31,57%	39 68,42%
2.	The ability to assess the received @bumijo.id content and then compare it with your own perspective	1 1,75%	32 56,14%	24 42,10%
3.	Ability to communicate messages received from @bumijo.id content in any form to other people.	3 5,26%	33 57,90%	21 36,84%
4.	Ability to analyze information conveyed by @bumijo.id content	6 10,5%	24 42,10%	27 47,36%
5.	The ability to summarize the data in @bumijo.id content into information	2 3,50%	35 61,40%	20 35,08%
6.	Ability to remember messages conveyed by @bumijo.id content	10 17,54%	36 63,15%	21 36,84%
7.	Ability to explain the meaning of @bumijo.id content messages	2 3,50%	27 47,36%	28 49,12%

Figure 1. Understanding of Content

The figure above shows that attitudes, perceived behavioral control and subjective norms together (simultaneously) have a significant effect on the intention to purchase environmentally friendly products. The magnitude of the influence can be seen from the coefficient of determination (0.225), which means 22.5%. The remaining 77.5% was influenced by other factors not examined in this study.

The average time spent consuming Instagram, including accessing @bumijo.id content in one day, is 1-3 hours. Most respondents access Instagram and @bumijo.id content 4 times a week, at least once, but

there are also respondents who do not access it at all in a week. Apart from accessing @bumijo.id content, as previously stated.



Figure 2. Duration of Instagram Access in One Day

Instagram access duration in the range of 1-3 hours is a big potential for accounts like @bumijo.id to spread environmentally friendly campaigns. It's just that in Bumijo the dominance of product content is greater than content about the environment itself. The influence of content on product purchases is proven by implementing theory Planned Behavior which explains that the intention to purchase the product is based on attitudes, subjective norms and perceptions of behavioral control which are formed from exposure to @bumijo.id content. Below we will present the variables of attitudes, subjective norms and perceptions of behavioral control held by the audience.

No.	Respondent Statement	Strongly agree	Agree	Don't agree	Strongly Disagree
Part 1. Attitude					
1.	@bumijo.id content made me interested in the product eco-daily/eco-green	44 77,2%	13 22,8%	0	0
2.	In my opinion, using the product eco-daily/eco-green is a good choice to support environmental sustainability	44 77,2%	13 22,8%	0	0
3.	I feel the product eco-daily/eco-green <u>The</u> content on @bumijo.id suits my needs	24 42,1%	32 56,1%	2 1,8%	0
Part 2. Subjective Norms					
4.	People around me use the product eco-daily/eco-green as presented in @bumijo.id content	9 16,1%	17 30,4%	25 44,6%	5 8,9%
5.	The people around me support me to use environmentally friendly products like in @bumijo.id content	16 28,1%	28 49,1%	12 21,1%	1 1,8%
6.	I feel that people have a positive view of the use of products eco-daily/eco-green like in @bumijo.id content	21 36,8%	29 50,9%	7 12,3%	0
Part 3. Perceived Behavioral Control					
7.	I can afford the product eco-daily/eco-green @bumijo.id, if I want	22 39,3%	25 44,6%	7 12,5%	2 3,6%
8.	Product price eco-daily/eco-green @bumijo.id according to its function and use	24 42,1%	32 56,1%	1 1,8%	0
9.	I can easily get eco-friendly products or products eco-daily/eco-green	22 39,3%	25 44,6%	7 12,5%	2 3,6%
Part 4. Product Purchase Intention					
10.	In the future, there is a possibility for me to purchase and use the product eco-daily/eco-green @bumijo.id	26 45,6%	29 50,9%	2 3,5%	0
11.	I plan to purchase and use the product eco-daily/eco-green @bumijo.id for some time to come	17 29,8%	30 52,6%	10 17,5%	0
12.	I intend to continue using the product eco-daily/eco-green @bumijo.id	17 29,8%	34 59,6%	6 10,5%	0

Figure 3. Attitudes, subjective norms and perceptions of audience in behavioral control

After testing the hypothesis, whether @bumijo.id content has an influence on purchase intentions, the following results were obtained:

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.474 ^a	.225	.181	2.31846	.225	5.123	3	53	.003	1.163

a. Predictors: (Constant), Persepsi Kontrol Perilaku, Sikap, Norma Subjektif
b. Dependent Variable: Intensi Pembelian Produk

Figure 4. Output of Multiple Regression Test Result

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Literacy about eco-living also an interesting finding in this research is that audiences, before buying products or practicing environmentally friendly living, must already have knowledge about the

environment itself first. Data regarding literacy about eco-living, environmentally friendly living practices, use of social media and obstacles in implementing this were carried out by interviewing 4 informants. Here's their profile:

1. Adi, 21 years old. Adi is a soil science student. Adi first became interested in the principles of environmentally friendly living when he took a course that discussed climate. From here, Adi's anxiety arose, then he often took part in seminars, communities, training and activities that were closely related to environmentally friendly activities.
2. Asa, 24 years old. Assa is a knowledgeable worker eco-living during high school. Assa School is an adiwiyata school, so she learn a lot about the principles of environmentally friendly living.
3. Vio, 18 years old. Vio is a student. Vio started practicing environmentally friendly activities since school. The same as Assa, Vio's school is an adiwiyata school.
4. Firli, 22 years old, who is a student. Different from the previous informant, Firli has known about environmentally friendly living since he was there at boarding school. The activities there introduce environmental friendliness to Firli. Firli feels that many of his needs are supported by environmentally friendly goods.

Literacy is often interpreted and associated with skills or competencies. Literacy also describes a learning process that is continuous, deliberate, and involves gradual increases in knowledge, skills, attitudes and behavior (Ardoin et al., 2023). In this research, literacy refers to the understanding, ability and awareness of individuals or groups to access, understand and apply information about environmentally friendly lifestyles (eco-living). Environmental literacy or literacy regarding eco-living is the key to building a society that understands the importance of ecology and the environment as an effort to support human life (McBride et al., 2013). Environmental literacy or eco-living is not only measured by an individual's understanding of terms and concepts, but also by the ability to consistently implement and spread environmentally friendly practices.

Based on the results of the FGD that was conducted, most participants were not familiar with the term eco-living nor eco-friendly. This shows that the literacy level of eco-living among FGD participants is still low. Even if you are not familiar with the term eco-living and eco-friendly, many participants have carried out environmentally friendly practices such as using reusable items or reusable tumblers and tote bag. Many FGD participants stated that this practice was not carried out with environmental awareness, but rather for economic reasons. This shows that literacy eco-living is still implicit, individuals carry out environmentally friendly actions without a deep understanding of their impact on the environment. This also shows that there are environmentally friendly practices that are not yet recognized as part of a lifestyle eco-living.

On the other hand, based on interviews conducted with four informants, they showed a better level of literacy and awareness. The informant is familiar with the concept eco-living, even understanding other terms such as frugal living and sustainable lifestyle. Education at home and school and personal experiences such as participation in environmental care activities are sources of information and early literacy platforms related to concepts eco-living. Values in the family and influences acquired during childhood have an important and significant role in determining individual behavior towards actions oriented towards environmental sustainability or daily living by implementing environmentally friendly living. Family members and inspirational figures can act as initial stimuli to form environmental awareness from an early age (Vijayaraj & Xavier, 2022).

Exposure to social media plays a role in increasing understanding, although the nature of its influence is still informative and motivational. In this case, social media plays a role in providing information

about environmentally friendly lifestyles or eco-living and encourage individuals to start adopting that lifestyle. There are also several informants who are actively involved in the community and environmental organizations.

The literacy level is influenced by the role of social media in disseminating information about eco-living. The results of the FGD show that the delivery of information is in the form of a campaign eco-living via social media is not yet completely effective. Many participants were exposed to content related to environmentally friendly products, but felt that the campaign was not yet relevant to everyday life and was more about product content with the main orientation of product sales, not education about environmental care. The same thing was also explained by several interview informants. Informants criticized the low media literacy aspect of the campaign eco-friendly often focusing more on product marketing than environmental education. This phenomenon gives rise to consumer behavior or impulsive buying, which actually goes against the principle eco-living. Campaign eco-living that focuses on selling products can encourage individuals to buy those products without considering their true needs. This activity can later conflict with principles eco-living namely reducing consumption and minimizing waste, not just focusing on replacing old products with environmentally friendly products.

Good media literacy is needed to sort information and understand the essence of an environmentally friendly lifestyle. This includes an individual's ability to differentiate between educational campaigns that encourage behavior change and campaigns that are commercial in nature. Based on the results of FGDs and interviews, it can be seen that not all individuals have access to quality information regarding eco-living, so that environmentally friendly practices are only carried out sporadically and inconsistently. Low literacy level regarding the long-term benefits of the product eco-friendly causing the product to be seen as expensive and not a priority. Efforts to increase literacy eco-living requires a communication and education-based approach. Schools and organizations can play an important role in building understanding eco-living. School regulations regarding caring for the environment, forming a community that is active in environmentally friendly activities can also help create social support and increase literacy. Environmental literacy/eco-living You can also optimize social media not only as a forum for promoting products eco-friendly, but also a forum for providing education with content that is interesting and relevant to everyday life so that it is more effective in building awareness and the willingness of individuals to participate in implementing eco-living.

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Social media has now become one of the main channels for disseminating information, including information about eco-living. Based on the FGDs and interviews that have been conducted, it can be

seen that social media has a quite significant role in influencing lifestyle adoption eco-living. Ahmed et al., (2021) in their research stated that ease of access and perceptions of individual abilities, namely the resources they have, influence individuals' intentions to implement eco-living and switch to using the product eco-friendly.

Campaigns and education related to environmental issues are now widely provided in the form of social media content. Several FGD participants were exposed to environmental campaign content with influencer which promotes the use of the product eco-friendly, like loofah or alternative body care products that do not use chemicals and utilize natural ingredients. Research data from questionnaires given to 57 respondents also shows that there are several reasons why respondents access accounts that focus on education and promotion of environmentally friendly lifestyles or sales accounts related to products. ecofriendly like the Instagram account @bumijo.id. Some of these reasons are that respondents want to get information about environmental issues, information that can be used for implementation eco-living so as to gain awareness about a lifestyle that cares about the environment and an interest in goods eco-friendly. Several accounts that focus on education and promotion of environmentally friendly lifestyles are also followed by several respondents, namely @demibumi.id, @sustanation, @sedarikini, @atiit, @bule_sampah, @gerai_prabumi, @tricycle.id, @jagahlah_kebersihan, @trash2move, @zerowaste.id_, @greengnrid, and other accounts influencer which presents environmentally caring content.

The same thing was also expressed by FGD participants. Some FGD participants follow social media accounts influencer or communities related to environmental themes. Several other FGD participants admitted that they did not follow social media accounts with the theme of caring for the environment at all, but were often exposed to content related to environmentally friendly activities and product sales. eco-friendly. However, FGD participants felt that the content did not prioritize providing environmental care education and was not fully relevant to the participants' lives and daily lives. The content presented tends to be less appropriate to daily needs or realities, so it has minimal impact on participants. This shows that social media literacy is related eco-living among the public it has not yet reached the point of effectiveness, especially if the content being campaigned does not emphasize practical and contextual educational aspects.

Interview informants also demonstrated the use of social media in disseminating related information eco-living. Social media helps informants to follow environmental accounts or communities and gain knowledge of environmentally friendly lifestyles, including getting to know concepts eco-living. Social media allows individuals to participate in environmentally friendly campaigns in an easier and more flexible way. Social media plays an important role in creating social pressure and shaping positive attitudes towards sustainable lifestyles for individuals who are currently digitally active and connected (Ahmed et al., 2021). Interview informants actively share good content via repost educational content as well as producing their own content related to environmentally friendly activities, especially now that individuals are more inclined to disseminate information, participate in discussions and encourage change through activities like, share and comment in social media or content creation (Confetto et al., 2023). This practice shows that social media is not only a tool for receiving information, but also a participatory space that allows audiences to become agents of change.

However, interview informants also criticized the commercialization aspect of the campaign eco-friendly. Several informants criticized the campaign eco-friendly often more oriented towards product marketing than behavioral education. Guzel (2020) stated that the use of the term environmentally friendly on products is often misused by some companies to increase sales. This phenomenon can drive

behavior impulsive buying or FOMO trend (fear of missing out) which tends to encourage consumer behavior.

Product related content eco-friendly They often only focus on certain products without providing in-depth education regarding environmental issues, such as the impact of excessive consumption or practical solutions for reducing waste at the household level. This highlights the need for social media campaigns that focus more on education and awareness, not just product marketing. Interview informants use social media to share related information eco-living, either through repost educational content and creating your own content.

Based on the research findings, to maximize the role of social media as a means of education and campaigning for environmentally friendly behavior, several strategies can be implemented. First, focus on practical educational content, namely simple content that is relevant to everyday life. Another step is to campaign for environmental friendliness by narrating personal experiences. Creating content that displays inspiring stories from individuals or communities who have successfully implemented it eco-living. Next with collaboration between influencer to increase audience confidence and provide awareness of environmental issues. The final strategy is to encourage the formation of communities on social media that actively discuss and share experiences related to environmentally friendly living.

The use of social media has great potential in driving behavior eco-living. Social media not only functions as a source of information, but also as a means of active participation in environmentally friendly campaigns. Utilization of social media can refer to multi-layered engagement starting from content consumption, contribution (activity like, share and comment) and finally to content creation as a form of active advocacy (Confetto et al., 2023). However, the use of social media related to eco-living Its effectiveness is still hampered by the dominance of commercialized content and lack of relevant education. Strategic and educational value-based communication approaches such as the use of social media can be an effective tool for increasing awareness and environmentally friendly behavior in a sustainable manner.

Both FGD participants and interview informants agreed that there were various obstacles in implementing the lifestyle eco-living. One of these obstacles is economic factors. The high price of environmentally friendly products is a major barrier, especially as the majority of research subjects are young people/young people. Preferences of young people/young groups in purchasing products with concepts eco-friendly also based on a reasonable or acceptable product price (Guzel, 2020). Based on this, the transition to product use eco-friendly It is still not widely done by FGD participants and interview informants in this research. However, environmentally conscious behavior that is not related to purchasing products, such as energy saving efforts, can still be carried out.

The second obstacle is that not many participants feel that small environmentally caring practices such as using tumbler, does not have a significant impact and is inefficient, so many FGD participants choose not to consistently practice environmentally friendly living. These barriers demonstrate the need for a strategic, community-based communications approach to increase accessibility, relevance and social acceptance eco-living. This indicates that education regarding eco-living need to emphasize aspects of consistency and effective resource management. Individuals who consciously and deliberately make choices based on environmental awareness and the desire to participate tend to be able to maintain environmentally friendly practices in a sustainable manner (Vijayaraj & Xavier, 2022). This shows that awareness supported by knowledge and strong motivation plays an important role in encouraging individuals to apply eco-living consistently.

4. CONCLUSION

This research shows that social media has a significant role in increasing awareness and encouraging lifestyle adoption eco-living, especially in young people/young groups. Although the majority of respondents in this study have a literacy level eco-living low, the majority have carried out environmentally friendly practices, although these practices are not carried out because of environmental awareness, but for economic reasons. Analysis of social media content, such as the Instagram account @bumijo.id, explains that the campaign eco-living is still dominated by product commercialization content rather than education. This causes limitations in influencing sustainable behavior that can be carried out deeply and consistently. This research also concludes that the main barriers to implementation eco-living and product use eco-friendly is the product price factor eco-friendly expensive and low understanding regarding the impact of environmentally friendly practices on environmental sustainability. However, for individuals with better literacy levels, social media has served as a means to share information and inspire environmentally friendly advocacy. Informants with high environmental awareness indicated more complex sustainable practices, such as composting, upcycling waste, and other creative practices. Social media also plays active engagement with features like, share and comment, as well as the use of social media to produce content that supports campaigns eco-living. In increasing the effectiveness of social media to encourage behavior eco-living, the need for communication strategies that are more educational and contextual or relevant to the daily lives of the audience of the social media content. Campaigns can focus on practical information that is relevant to everyday life and emphasize education regarding environmental issues and not just promote certain products. Content with narratives of personal experiences and collaborations with influencer and environmentally conscious communities can strengthen the impact of campaigns and increase audience understanding of eco-living and the concept of sustainable living.

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