

The Influence of Greenpeace.Id Social Advertising on Green Attitude

Aditya Widodarjo^{1*}, Sekarataji Anisa Putri²

^{1,2}Major of Advertising, STIKOM Interstudi

^{1,2}Wijaya Street, Kebayoran Baru, South Jakarta City, Indonesia

*Corresponding author: wdoaditya@gmail.com

Abstract

This study aims to determine how much influence greenpeace social advertising has on green attitude. Greenpeace is one of the Non-Governmental Organization (NGO) known for its efforts in promoting environmental awareness and nature protection. In the digital era, Greenpeace also uses social advertising to deliver environmental messages to a wider audience. This research uses a quantitative approach with a survey method to respondents who have seen advertisements from Greenpeace. Data will be collected through a questionnaire designed to measure the effect of social advertising on green attitude. The research is an explanatory type quantitative study with a positivist approach. The population used is a total of 30 million Intagram users and the sample uses a non-probability sampling method of purposive sampling with the Slovin formula with an error rate of 10%. The questionnaire was distributed to 100 respondents via google form and processed using SPSS version 29. Furthermore, the data was analyzed through simple linear regression test and coefficient of determination (R Square) test. The results of this study indicate that there is an influence of social advertising has an influence of 63.6% on travel interest and the rest is influenced by other factors outside the study. The hypothesis can be interpreted that H_0 is rejected and H_a is accepted.

Keywords: Greenpeace; Green Attitude; Social Advertising

INTRODUCTION

The problem of single-use plastic waste which can pollute the environment is increasing. From data released by the Ministry of Environment and Forestry or abbreviated as KLHK, it is stated that the amount of waste production in the archipelago can reach 175,000 tons every day or the same as 64 million tons per year (Rahmadhani et al., 2019). Preservation of the natural environment has become a very important issue in recent decades, as almost all industries have adopted environmental protection practices. Several companies have aimed to reduce the waste generated during the production and disposal of their products (Norton et al., 2014). If we use the assumptions from the data above, the waste that can be produced by each person is around 700 grams – 1 kilogram. Indonesia also produces large amounts of waste, especially plastic waste, amounting to 9.5 million tons per year (Okiana, 2021). The use of single-use plastics that cannot be overcome and have not yet found a solution results in losses that can be said to be massive, one of which can damage marine

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ecosystems, infertile soil due to plastic waste pollution and also air pollution due to plastic waste being burned by residents (Setiawan, 2019).

The problems that arise are due to the greater the human population, because the more people there are in a country, the greater the waste produced will automatically be (Winda Ryantari & Ketut Giantari, 2020). In their daily activities, the majority of people tend to rely on plastic products because they are cheap, light and durable. Plastic is still a favorite as a tool for shopping, as a tool for packaging food and also for drink bottles. This condition will certainly have a big influence on the amount of plastic used and the increasing accumulation of plastic waste (Kadek et al., 2020). The environmental situation has become very worrying, causing sympathy from various groups, making this problem the main focus so that it can be overcome. Humans are the main actors in environmental damage, therefore humans also have an important role in generating encouragement for others to be able to preserve the natural environment (Rahmadhani et al., 2019). The need for knowledge about a green attitude or environmentally friendly attitude can be a major factor as a driving force in community action in reducing further environmental damage. However, the emergence of a sense of concern for the environment does not appear by itself (Ryantari & Giantari, 2020). There is a need for environmental concern so that awareness arises in solving problems related to the environment (Winda Ryantari & Ketut Giantari, 2020). It is hoped that a green attitude can become a lifestyle that can create prosperity for nature and the living things in it (Kadek et al., 2020). One method to create awareness and knowledge about an environmentally friendly attitude or green attitude is to use the social advertising method (Brooks et al., 2020). Social advertising is widely used by non-profit organizations to convey their messages to a wide audience. The community is the main goal in social advertising activities, because these activities function to provide knowledge to change people's behavior in accordance with advertising (Priliantini et al., 2020). According to Kim (2019) people classify themselves into groups and identify with others to form a positive self-concept.

Environmentally friendly organizations are a place to classify themselves into a group. Therefore, Greenpeace is present as an organization from Indonesia which represents green organizations or non-profit environmental organizations and also non-governmental organizations (Maryam et al., 2021). Greenpeace has distributed many advertisements about the importance of a green attitude and has also created an environmentally friendly movement by participating in activities to support environmental sustainability and taking

concrete actions to help deal with the increasingly widespread problems of pollution and destruction that occur in the environment. Greenpeace Id also has a presence on the Instagram platform, namely @greenpeaceid as its user name, this account now has a following of up to 637,000 users with high interaction (Rahmadhani et al., 2019). Greenpeace on its Instagram account is also active in providing education and information containing knowledge to people in Indonesia about environmental damage and how we should overcome these problems. By using social media, Greenpeace usually distributes their advertisements containing information about the environmental damage that is occurring in Indonesia, the extent of its impact, so that it is hoped that this will create a sense of participation among the people of Indonesia in all efforts to restore and repair the environmental damage that has occurred (Maryam et al., 2021).

Greenpeace Indonesia also provides the public with knowledge about environmentally friendly lifestyles and issues regarding environmental problems that are currently occurring, not just mere boasting but there is also real evidence from the results of Greenpeace Indonesia's campaigns. If information can trigger emotional aspects in its readers, then the chances of a response and increasing change will also increase. With this idea, researchers want to find out whether there is an influence of Social Advertising @greenpeace.Id on Green Attitude.

METHOD

This study uses quantitative research methods. Quantitative research is an approach that involves systematic measurements that have been planned before data collection, and uses predetermined standards (Neuman, 2013). The concepts in this study are represented by various variables, and the analysis process uses tabular or diagrammatic statistical methods by considering their relationship with the hypotheses proposed (Neuman, 2013). This study aims to find whether there is an influence of social advertising variables on green attitudes. This research falls into the explanatory category, with the aim of examining the cause-and-effect relationship between social media advertising variables and green attitude variables.

Based on these variables, the hypotheses in this study are:

Ho: Social advertising has no influence on green attitude

Ha: Social advertising has an effect on green attitude

The main data used in this study is primary data obtained from the results of distributing questionnaires via Google Forms. In this study, researchers used IBM SPSS version 29 to process the data from the validity test results, the validity test was carried out to determine how good an instrument was to be used as a concept measurement tool. The results are declared valid if the Pearson correlation between each indicator has a significance value < 0,05 and the value of the correlation coefficient > 0,5. The data from the reliability test results carried out to obtain measuring instruments that can support research so that researchers are required to choose measuring instruments that are appropriate and do not change what has been measured in order to obtain the objectives of the research. Reliability is usually measured by the Cronbach's Alpha test and an instrument is said to be reliable if it has an Alpha value > 0.6. Then there is a simple linear regression test, the linear regression model is said to be feasible or there is an influence of the independent variable on the dependent if the significance number is <0.05 (Neuman, 2013).

No.	Variable	Dimention	Statement	Skala Likert
1.	Social Advertising (Rehman & Al-Ghazali, 2022)	Informative	1. Grenpeace ads on Instagram social media are a good source of information in an effort to prevent plastic waste pollution.	1. Strongly Disagre 2. Disagree 3. Undecided 4. Agree 5. Strongly Agree
			2. Greenpeace ads on Instagram social media display the latest information about the impact of single-use plastics.	
			3. Greenpeace advertisements on Instagram social media present complete information related to efforts to protect the environment from plastic waste	
		Entertainment	1. Greenpeace's advertisement about efforts to reduce the use of disposable plastic waste on Instagram social media can entertain me.	
			2. Greenpeace advertisements about efforts to reduce the use of single-use plastics on Instagram social media can attract my attention	
			3. Greenpeace ads about efforts to reduce the use of single-use plastics on Instagram social media make me happy	
		Credibility	1. Greenpeace's advertisements about efforts to reduce the use of single-use plastics on Instagram social media can be trusted.	
			2. Greenpeace advertisements about efforts to reduce the use of single-use plastics on Instagram social media can convince me	
			3. Greenpeace's advertisements about efforts to reduce the use of single-use plastics on social media can be accepted	
		Ease of Use	1. Instagram social media is easy to use	

			<ol style="list-style-type: none"> 2. Instagram social media is easy to learn 3. Instagram social media makes it easy for me to do something I want 	
		Content	<ol style="list-style-type: none"> 1. Greenpeace's advertising content on Instagram social media regarding efforts to reduce the use of single-use plastics can influence my attitude. 2. Greenpeace's advertising content on Instagram social media regarding efforts to reduce the use of single-use plastics can be useful 3. Greenpeace's advertising content on Instagram social media regarding efforts to protect the environment is relevant to me 	
		Privacy	<ol style="list-style-type: none"> 1. I believe my privacy is safe in using Instagram social media 2. I believe I have full access to use Instagram social media 3. I believe my personal data can be maintained when using Instagram social media 	
2	Green attitude (Simamora, 2019)	Cognitive	<ol style="list-style-type: none"> 1. I have an understanding of efforts to prevent the use of single-use plastics 2. I have knowledge in preventing the use of single-use plastic. 3. I pay attention to efforts to prevent the use of single-use plastics 	
		Affective	<ol style="list-style-type: none"> 1. I feel satisfied when I can participate in efforts to prevent the use of disposable plastic 2. I feel more positive when I participate in efforts to prevent the use of single-use plastics 3. I feel energized and motivated in contributing to the prevention of single-use plastic 	<ol style="list-style-type: none"> 1. Strongly Disagree 2. Disagree 3. Undecided 4. Agree 5. Strongly Agree
		Conative	<ol style="list-style-type: none"> 1. I am willing to participate in efforts to reduce plastic waste 2. I support every effort to reduce plastic waste to protect the environment 3. I do not use single-use plastic after seeing Greenpeace's advertisement on Instagram about efforts to reduce plastic waste. 	

Table 1. Operational Concept

Source: Research Findings, 2023

RESULTS AND DISCUSSION

The questionnaire that has been distributed via Google form to 100 respondents in accordance with the research criteria is then processed using SPSS version 29. The demographic details of the respondents in this study consist of 50.9% women and 49.1% men. The age of respondents is dominated by 17-25 years old with a figure of 73.7% then 11% at the age of 26-30 years, and 9.3% aged 31-40 years. Jakarta is the most domicile of the

respondents (49.2%) then Depok domicile (31.4%) and Tangerang has a figure of (9.3%) and the rest Bekasi, Surabaya, Malang, etc. have a magnitude of 1% - 2%. 100% of respondents have seen advertisements from Greepeace on Instagram social media regarding plastic waste issues.

Validity Test

Table 2 explains the results of data processing related to the validity test show that each data in the independent variable is said to be valid after being processed using SPSS version 29. Furthermore, each indicator has a significance value of <.001 with the meaning that all data obtained regarding social advertising variables are valid. The validity test results in table 3 state that all components of the green attitude variable indicator are proven to be valid because the significance value is < 0,05. The significance level obtained states that each indicator has a significant value, which is equal to <.001. Exposure related to this validity test as a whole explains that each indicator used for social advertising and green attitude variables is valid.

Social Advertising		
Indicator	Pearson Correlation	Sig.
XI_1	580**	< .001
XI_2	529**	< .001
XI_3	570**	< .001
XE_1	672**	< .001
XE_2	450**	< .001
XE_3	661**	< .001
XC_1	641**	< .001
XC_2	731**	< .001
XC_3	647**	< .001
XU_1	318**	< .001
XU_2	485**	< .001
XU_3	593**	< .001
XCT_1	612**	< .001
XCT_2	621**	< .001
XCT_3	651**	< .001
XP_1	575**	< .001
XP_2	643**	< .001
XP_3	593**	< .001

**correlation is significant at the 0.01 level (2 tailed)

Tabel. 2 Validity of Social Advertising Variables

Source: Processed Research Data, 2023

Green Attitude		
Indicator	Pearson Correlation	Sig.
YK_1	.706**	< .001
YK_2	.652**	< .001
YK_3	.667**	< .001
YA_1	.734**	< .001
YA_2	.622**	< .001
YA_3	.760**	< .001
YKN_1	.695**	< .001
YKN_2	.669**	< .001
YKN_3	.639**	< .001

** correlation is significant at the 0.01 level (2 tailed)

Table 3. Validity of Green Attitude Variable

Source: Processed Research Data, 2023

Reability Test

After conducting a reliability test on statements related to social advertising variables, the Cronbach's alpha value shows a number of 0.887 on table 4. for statements related to green attitude, the Cronbach's alpha value obtained is 0.841 on table 5. Based on the results of the reliability test on social advertising and green attitude variables, it was found that each variable obtained a Cronbach's alpha value of more than >0.6 so that it can be said to be reliable and can be used to continue the calculation.

Reliability Statistics

Cronbach's Alpha	N of Items
.887	18

Table 4. Reliability of Social Advertising

Source: Processed Research Data, 2023

Reliability Statistics

Cronbach's Alpha	N of Items
.841	9

Table 5. Reliability of Green Attitude

Source: Processed Research Data, 2023

Simple Linear Regression Analysis

Model		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta			
1	(Constant)	1.315	.283		4.640	<.001
	Social Advertising	.725	.066	.741	10.912	<.001

a. Dependent Variable: Green Attitude

Table 6. Coefficients

Source: Processed Research Data, 2023

Decision making in the simple linear regression test is determined through the significance value in the coefficients table. After processing the data, the result is a significance value of 0.001 which is smaller than the probability value (0.050). This value shows that social advertising variables affect the green attitude variable. The data obtained is in accordance with the hypothesis testing criteria that Ho is rejected and Ha is accepted. This means that social advertising carried out by Greenpeace has a significant influence on green attitude.

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.741 ^a	.549	.544	.279

a. Predictors: (Constant), X_TOTAL

Table 7. Model Summary

Source: Processed Research Data, 2023

Table 7 explains the level of the correlation or relationship value (R) of the variables used. The data shows that there is a relationship of 0.741 in both variables.

Model	R	R Square	Adjusted R Square
1	.594 ^a	.353	.346

a. Predictors: (Constant), X_Informative

Table 8. Informative Dimension

Source: Processed Research Data, 2023

Based on this output, the coefficient of determination (R Square) value is 0.549, which means that the social advertising variable as a whole has an effect of 54.9% on the green attitude variable. Based on the coefficient of determination (R Square) in table 8, the informative dimension of social advertising has an influence of 35.3% on green attitude.

Model	R	R Square	Adjusted R Square
1	.529 ^a	.279	.272

a. Predictors: (Constant), X_Entertainment

Table 9. Entertainment Dimension

Source: Processed Research Data, 2023

Table 9 explains the entertainment dimension has a coefficient of determination of 0.279, which means that the entertainment dimension has an influence of 27.9% on green attitude.

Model Summary

Model	R	R Square	Adjusted R Square
1	.645 ^a	.416	.410

a. Predictors: (Constant), X_Credibility

Table 10. Credibility Dimension

Source: Processed Research Data, 2023

Table 10 shows the coefficient of determination of 0.416. This data shows that the credibility dimension of social advertising has an influence of 41.6% on green attitude.

Model Summary

Model	R	R Square	Adjusted R Square
1	.518 ^a	.268	.261

a. Predictors: (Constant), X_EaseOfUse

Table 11. Ease of Use Dimension

Source: Processed Research Data, 2023

Based on the results of the coefficient of determination (R Square), Ease of Use dimension in social advertising has an influence of 26.8% on green attitude on table 11.

Model Summary

Model	R	R Square	Adjusted R Square
1	.646 ^a	.417	.411

a. Predictors: (Constant), X_Content

Table 12. Content Dimension

Source: Processed Research Data, 2023

In table 12, it can be seen that the R Square or the coefficient of determination contained in the content dimension is 0.417. In other words, the content dimension in social advertising variables has an influence of 41.7% on green attitude. Finally, the result of the coefficient of determination (R Square) on the privacy dimension in the social advertising variable shows a figure of 0.147. This means that the privacy dimension has an influence on green attitude by 14.7%.

CONCLUSION

Based on the data that has been obtained and processed in this research on the influence of Greenpeace social advertising on green attitude, it can be concluded that social advertising or social media advertising carried out by Greenpeace has a significant influence on green attitude. Social advertising has a moderate influence on green attitude. Other factors are influenced by other things outside of this study. After testing the hypothesis, it was found

that H_0 was rejected and H_a was accepted. Researchers hope that this research can be used as a reference by other researchers who have similar variables or theories used. Finally, researchers hope that there will be further studies related to factors that are not mentioned in the research on the influence of social advertising on green attitude.

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Zero Waste has always used hashtags in introducing social campaigns about the zero-waste lifestyle.

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