Environmental Awareness Followers Instagram Account @zerowaste.id_official Regrading the #HabiskanMakananmu Campaign

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Abstract

This research begins with the amount of food waste that is increasing every year, to exceed the amount of plastic waste. Globally, food wasted gets 1.3 billion tonnes per year. In Indonesia, it is recorded that there will be 46.35 million tons of food waste in 2021, which if we calculate the wasted energy content, it should be able to provide decent food to 61-125 million people. This is an irony considering that the number of poor people in Indonesia is 26.50 million people. Therefore, the Zero Waste Indonesia Community Cares for the Environment launched a food waste- themed campaign, namely #HabiskanMakananmu. This campaign aims to invite people to finish the food they eat in order to reduce food waste. Based on the known background, the purpose of this study is to describe the level of environmental awareness of followers of the Instagram account @zerowaste.id_official related to the #HabiskanMakananmu campaign. This study uses a positivist paradigm with a quantitative descriptive approach. The unit of analysis in this study is individuals who are followers of the Instagram account @zerowaste.id_official with non- probability sampling technique and the method used is purposive sampling. This study uses one variable, namely environmental awareness related to the #HabiskanMakananmu campaign consisting of the dimensions of knowledge, attitude, and action. The result of the highest statement is on the dimension of knowledge, and the lowest statement is on the dimension of action, so based on the results it can be concluded that the environmental awareness of followers of the Instagram account @zerowaste.id_official is quite high in knowledge, but still low in attitudes and actions.

Keywords: Environmental Awareness; #HabiskanMakananmu; Zero Waste Indonesia

INTRODUCTION

In this life, humans always need food as a primary necessity, and the demand for staple food will always be required every day. However, it is not uncommon for consumers to buy and consume food in a wasteful manner. For example, people often take too much food and do not finish it, causing the leftovers to end up in the trash. Meanwhile, there are still many people in society who experience hunger and malnutrition. Globally, approximately 1.3 billion tons of food is wasted each year, and in Indonesia, the situation is similar, with around 300 million tons wasted annually (Amalia, 2020). According to data from the Ministry of Environment and Forestry in 2020, food waste is the most significant type of waste that continues to increase, accounting for 39.8% of all waste produced by the Indonesian population. The planner from the Directorate of Environmental Affairs stated that this data

highlights a disparity with the food shortages experienced by other groups in society. Meanwhile, 8.34% of Indonesia's population still faces food insecurity. Indonesia ranks 65th out of 113 countries, placing it below other ASEAN nations according to data from Global Food (Rizaty, 2021).

In a study by Nadia El-Hage Scilabba (2013), it was stated that the total amount of food loss and food waste reaches 1.6 billion tons per year, with 1.3 billion tons of that being food still fit for consumption. The United Nations Environment Programme (UNEP, 2021) reported that in 2019, approximately 931 million tons of food waste were generated each year. This food waste comes from 61% households, 26% from food services (restaurants, cafes), and 13% from retail. This indicates that 17% of total global food production ends up as food waste, with households being the largest contributors. In Indonesia, food waste was recorded at 46.35 million tons on a national scale in 2021. This figure represents the total waste generated in a year. Plastic waste, often discussed as a significant environmental threat, ranks second with a total of 26.27 million tons (National, 2021).

After launching campaigns in 2018 regarding single-use plastics, in 2019 addressing the #tukarbaju issue, and in 2020 focusing on food waste, Zero Waste Indonesia raised awareness about this issue. The bad habit of leaving leftover food led to the idea for the #HabiskanMakananmu campaign (Amalia, 2020). The Zero Waste Indonesia community (@zerowaste.id_official, ZWID) launched the #HabiskanMakananmu campaign in 2020, which is an online campaign centered on food waste, aiming to encourage the public to finish the food they consume. This campaign was conducted online through the social media platform Instagram, using the account of Zero Waste Indonesia (@zerowaste.id_official).

Finishing the food on our plates can be a starting step to reduce food waste, at least from our perspective as consumers. It can actually begin with simple actions, starting with ourselves and our plates. With enthusiasm and support from the community, combined with collaborative efforts, this initiative can become a small action that has a significant impact on the world and Indonesia. "A campaign is a communication activity typically carried out by institutions or organizations, which can include government, private sector, non-governmental organizations, communities, political organizations, student organizations, and even international organizations" (Venus, 2009, p. 13). The initiators of a campaign can be individuals, although in practice, these individuals often organize their efforts with varying goals depending on the type of campaign conducted by the institution. According to Kotler (1989), social campaigns are designed by either the general public or specific groups to change

attitudes and behaviors.

Awareness of each individual greatly influences the effectiveness of the campaign. Environmental awareness refers to behaviors or attitudes aimed at understanding the importance of a clean and healthy environment. Awareness in the living environment can be observed through an individual's behavior and actions when they feel free from pressure (Amos N., 2008, p. 137). Efforts to engage in conscious behavior are necessary as one way to reduce the growing food waste in Indonesia each day. The experiences of the community as consumers directly pose a threat to themselves, leading to a heightened level of concern about the worsening environmental damage.

There are four indicators of awareness, each representing a stage that leads to the next and referring to a specific level of awareness, from the lowest to the highest. These indicators are knowledge, understanding attitudes, and behavior patterns (actions) (Bloom, 1956, p. 298). However, as scientific knowledge has evolved, these indicators have been modified into three stages: knowledge, attitude, and behavior patterns (actions).

A. Knowledge: There are six levels of knowledge: (a) Knowing (know); knowing is defined as the ability to recall material that has been previously learned. If a person can define a subject or object, they are considered to "know." (b) Understanding (comprehension); understanding is the ability to accurately explain the object and describe it correctly. (c) Application; this refers to the ability to use learned material in real-life situations. (d) Analysis; analysis is a component that breaks down material or an object. (e) Synthesis; synthesis is the ability to create new ideas from existing formulations, such as organizing, planning, summarizing, or adjusting theories or established formulations. (f) Evaluation; evaluation involves the ability to assess material or an object. This assessment can be self-determined or based on specific criteria (Notoatmodjo, 2010).

B. Attitude: An attitude is a closed reaction or response to an existing stimulus. Newcomb, a social psychology expert, stated that an attitude is a readiness or willingness to act. This readiness or willingness to act does not equate to an action or activity but represents a predisposition toward a certain behavior. Attitudes consist of various levels: (a) Receiving; this means that a person (subject) is willing to pay attention to the given stimulus (object). (b) Responding; this involves providing answers when asked, completing tasks (regardless of whether the work is right or wrong), indicating that the person accepts the idea. (c) Valuing; this refers to encouraging others to work on or discuss an issue, indicating a level three attitude. (d) Responsibility; taking responsibility

for the risks associated with a chosen action represents the highest level of attitude.

C. Action: Action consists of several dimensions, including: (a) Perception; this involves recognizing and selecting various objects in relation to the action to be taken. (b) Guided Response; this refers to the ability to perform something according to the correct sequence and examples provided. (c) Mechanism; when someone can perform an action correctly and automatically, indicating that it has become a habit. (d) Adoption; adoption is an action that has developed well or has already been modified.

METHOD

This research uses a descriptive quantitative approach because it is to find out descriptions and information through respondents regarding environmental awareness related to the #HabiskanMakananmu campaign. by using survey research because this research uses the Google Form questionnaire method to obtain information from a number of respondents who have been determined and represent the population of the study, namely descriptions and to measure numbers to explain how Instagram users' awareness of the #HabiskanMakananmu campaign. The survey used is by distributing flyers through the Instagram Story feature on Instagram social media. Researchers also use operational concepts for research to be more conceptual on table 1.

In this study, the sampling used non-probability sampling with purposive sampling, so the researcher stated that based on the questionnaires distributed to the entire population, those who entered the research criteria were 100 respondents. There are also respondents who return the questionnaire but do not match the criteria, the data will be deleted and not used. Researchers chose active Instagram users who follow the @zerowasteid.official account because active Instagram users always consume the content distributed by the account. So active users of Instagram followers of the @zerowasteid.official account are felt to be able to answer this research. In this study, in testing the validity of the data, researchers used the help of the Statistical Package for Science (SPSS) computer program and used data reliability for the size of a variable to be reliable and consistent in research on table 1.

Variabel	Dimension	Category	Scale
Environmental Awareness Related to #SpendYourFood Campaign	Knowledge	1. Know Informants can define and describe the finish your food campaign. 2. Understand The informant can explain the benefits of the finish your food campaign. 3. Application The informant can provide an example of the habiskan makananmu campaign application. 4. Analysis Informants can describe or explain the spend your food campaign. 5. Synthesis The informant can organize new things about the finish your food campaign. 6. Evaluation Informants can make an assessment of the finish your food campaign.	**Interval**
	Attitude	1. Accept The informant's attitude shows agreement about the finish your food campaign. 2. Responding The informant's attitude is able to give a response or response to the spend your food campaign. 3. Appreciating The informant's attitude to invite others to carry out the habiskan makananmu campaign. 4. Responsibility The informant's attitude is ready to do the spend your food campaign.	**Interval**
	Action	1.Perception Informants have determined the actions to be taken in the finish your food campaign. 2.Guided response The informant has carried out the spend your food campaign. 3.Mechanism Informants automatically carry out the finish your food campaign. 4.Adoption Informants modify or develop the finish your food campaign.	**Interval**

Table 1. Operational Concept

Source: Research Findings

RESULTS AND DISCUSSION

Zero Waste has always used hashtags in introducing social campaigns about the zero-waste lifestyle since 2018. One of the functions of using campaign hashtags is to encourage promotions or content that is being run, where this can be very helpful to increase awareness and engagement of the content in question (Gityandraputra, 2020). Another thing that can be done so that hashtags can run optimally is to see the development of the number and increase of hashtags on other users' social media in order to immediately know the response of the community to related hashtags. Based on the results of the questionnaire that has been distributed to respondents who follow Zero Waste Indonesia's Instagram account, it is known that the development of the number and increase in hastags used by Instagram users towards the #HabiskanMakananmu campaign is increasing with a positive response. The followers participated in the campaign by posting or uploading photos of empty plates indicating that they finished all the food they ate, using various captions that varied by expressing support for the #HabiskanMakananmu campaign. Supported by research conducted by (Kusumaputri, 2020) which states that if someone wants to increase their awareness of nature and follow nature, then they will get what they want. By following nature, nature will become the sustainability of human life.

The level of response recognition about the dimensions of knowledge, attitude, and action related to the environmental awareness of Zero Waste Indonesia's Instagram account followers regarding the #HabiskanMakananmu campaign. The response of the knowledge dimension which includes knowing, understanding, application, analysis, synthesis, and evaluation. In this study, respondents understood the existence of a food waste-themed campaign introduced through Instagram social media, understood the benefits, provided examples of implementation, compiled new things, and made an assessment regarding the campaign. The response dimension of attitude which states how a reaction or response to an existing stimulus, how the readiness or willingness of individuals to act. This dimension includes accepting, responding, appreciating, and respondent responsibility for the object of research. In this study, Zero Waste Indonesia's Instagram account followers accept and agree with the #HabiskanMakananmu campaign, can respond, invite others to do the campaign, and are ready to do the #HabiskanMakananmu campaign. Then the last dimension is the action dimension which includes perception, guided response, and mechanism. Related to advanced actions from the attitude dimension, where someone takes certain actions and behaves in a certain way related to the campaign. In connection with research conducted by

(Ciayadi, 2019) which states that the influence of knowledge and environmental awareness can be mediated by intentions through actions and attitudes towards the environment. The tendency of respondents to support the #HabiskanMakananmu campaign, have carried out the campaign, and automatically carry out this campaign while eating. It is also supported by research (Rayhan, 2020) which says that practicing environmental management skills can change clean and healthy lifestyles so as to create a clean and healthy environment as well.

Based on the Cornbach's alpha value obtained of 0.936, it shows the reliability of the questionnaire that can be relied upon to measure the variable level of environmental awareness of active Instagram users regarding the #HabiskanMakananmu Campaign. This means that Zero Waste Indonesia's strategy in campaigning for a low-waste lifestyle is indeed reliable with the #HabiskanMakananmu campaign. Not only that, the followers of @zerowaste.id_Indonesia have known to support and carry out the campaign by uploading photos through their respective personal accounts and using the hashtag #HabiskanMakananmu. The researcher outlines the indicators from the combination of 3 concepts that represent the variables into the research instrument. Then the researcher has also tested the instrument where each instrument item is declared valid and suitable for use. Based on the findings of the knowledge dimension, this component is related to knowledge, understanding, application, analysis, synthesis, and evaluation about the object. Based on the results of the research that has been conducted, it can be explained that in the first statement of the know category, namely understanding the existence of the #HabiskanMakanmu campaign, it is well understood by respondents, this shows that the strategy carried out by Zero Waste Indonesia is good so that it raises a good level of recognition by respondents. Knowing is one of the factors of environmental awareness, when someone already knows, the respondent will be aware of what he is doing so that this affects environmental awareness for the common good. The second statement in the understand category, namely understanding the #HabiskanMakananmu campaign, was well understood by respondents. This shows that Zero Waste Indonesia's Instagram account has succeeded in educating about food waste in Indonesia. Understanding can be interpreted as a lot of knowledge, one level above knowing, the respondent already has a lot of knowledge to be able to increase environmental awareness in himself. The third statement of the application category, namely being able to provide examples of the implementation of the #HabiskanMakananmu campaign, has been well received by respondents. This shows that in its implementation, respondents have been able to provide examples to the people around them to carry out the

#HabiskanMakanmu campaign. Application or application is an example of implementation related to something, in this case the implementation of the campaign can be done well by respondents. Which means that the level of environmental awaareness of respondents is high. The fourth statement of the analysis category, namely being able to explain about the #HabiskanMakananmu campaign, can be known well by respondents. This shows that the respondents' level of understanding about the #HabiskanMakananmu campaign has been well received along with the education by Zero Waste Indonesia.

Analysis is a further level of knowledge from the knowledge dimension, analysis relates to a deeper explanation or investigation of something to get the right facts related to the origin of something. The results of this study mean that respondents already have a fairly good level of environmental awareness. In this case, the fifth statement in the synthesis category, namely being able to compile new things about the #HabiskanMakananmu campaign, is well received by respondents. The percentage in this statement the average value of respondents is still high at the doubtful value, this illustrates that respondents cannot compile new things about environmental awareness such as providing examples or innovating activities. Therefore, it is necessary to increase education on Instagram social media @zerowaste.id_official related to compiling new things such as examples of preparing food ingredients for one week to reduce food waste or in the form of live events on how food waste damages the earth so that it can build respondents' logic to increase environmental awareness within themselves. The sixth statement in the evaluation category, namely being able to make judgments about the #HabiskanMakananmu campaign, was well received by respondents. This shows that the respondents' knowledge is already at the stage to assess whether the campaign is good or bad. Evaluation is a planned activity to be able to assess a program, which means that the level of environmental awareness of respondents is already at a high stage of knowledge to be able to evaluate this campaign.

The respondents' knowledge with the education about the zero-waste lifestyle by Zero Waste Indonesia with the #HabiskanMakananmu campaign is the respondents' knowledge of waste awareness in their environment. In general, respondents knew that the #HabiskanMakananmu campaign was considered good. This is in accordance with the statement (Mubarak, 2007) that knowledge is an impression that exists in the human mind as a result of the use of the five senses, which is the result of remembering everything, including recalling events that have occurred either intentionally or unintentionally and occurs after someone makes an observation of a particular object. The results of research conducted by

(Agustianah, 2020) show that the level of awareness of 2nd semester students is high because they have high environmental optimism. There are similarities in this study where second semester students fall into the 18-25 age group, which is the highest age group in this study. Researchers argue that the criteria for respondents, namely @zerowaste.id_official account followers, are familiar with information about the #HabiskanMakananmu campaign. The results of this study are supported by (Poety, 2017) which states that between knowledge and behavior it appears that knowledge affects a person's behavior. However, based on the results of the study, there are results that respondents are still at the knowledge stage.

Knowledge is at a high value but attitude/action is still low. Therefore, further events or strategies are needed such as for example conducting activities or making interesting videos on how food waste processes become very dangerous for the earth so that respondents have a good level of environmental awareness to reach attitudes and actions. Based on the findings of the attitude dimension, this component includes acceptance, response, respect, and responsibility. This component refers to a person's readiness, willingness or reaction and response to action. In the seventh statement, the category of accepting respondents shows agreement with the #HabiskanMakananmu campaign supported by information and education through Instagram social media that is easy to understand has been well approved by respondents. This means that respondents understand the impact of food waste that is increasingly accumulating in Indonesia. The attitude of acceptance is a voluntary welcome without coercion from any party which is the initial stage after the knowledge dimension, where respondents can already accept things related to this campaign and consider that environmental awareness is important. The eighth statement in the response category provides a positive response or response about the #HabiskanMakananmu campaign that is well received by respondents. This means that respondents can participate in the campaign to reduce food waste. Responding is an attitude that is intended that respondents can provide responses related to the campaign and the importance of environmental awareness for the surrounding environment. The ninth statement in the respect category, namely inviting others to carry out the #HabiskanMakananmu campaign, was well received by respondents. Based on the results of the research, the category of appreciation in the attitude dimension is the highest result. However, the value of doubt in this category is also among the highest in the attitude dimension. This shows that a person's attitude of respect is related to the campaign by inviting others to finish the food they eat. Appreciating is an attitude that can be imitated by others, this attitude is the best attitude for individuals because it can have an

impact on others. Respondents have been able to appreciate by inviting others to do the campaign, meaning that the respondent's level of environmental awareness is quite good. The tenth statement in the responsibility category, namely being ready to carry out the #HabiskanMakananmu campaign, was well received by respondents. Based on the research results, the value of the responsibility category is the same as the appreciation category, which is the highest among other categories. This means that respondents already have a sense of responsibility towards themselves to spend food to reduce food waste and responsibility for the environment around them. Responsibility is a form of a person's ability to take risks for decisions related to his life. In this case, it means that respondents have a fairly good sense of responsibility for the environment around them because it is related to their lives.

Based on the findings of the attitude dimension, this component refers to the reaction and response of a person to take action. The attitude component is related to the reaction of agreeing or disagreeing and liking or disliking. With good knowledge, respondents have a more agreeable response to the #HabiskanMakananmu campaign. The existence of this campaign voiced by Zero Waste Indonesia can build respondents' agreeing reactions and awareness of the environment. The respondents' criteria are also sufficient with the knowledge of food waste that has a bad impact on the earth and have also applied the #HabiskanMakananmu campaign to their daily lives. Based on the research results, the attitude dimension has 4 categories, where all four have low values when compared to the knowledge dimension. This illustrates that respondents only know the theory but are still very insensitive in carrying out this campaign, respondents tend to be indifferent. To overcome this, respondents need to actively participate in various activities that can build a sense of empathy and good logic related to environmental awareness. Positive responses and reactions from respondents about this campaign show a sense of awareness of the importance of protecting the environment, and respondents are interested in the #HabiskanMakanmu campaign. The percentage of the attitude dimension shows that respondents agree with the benefits and can set an example to the people around them to reduce the amount of food waste. Supported by the findings which show that students and the age group of 18-25 years are the highest respondents, where this generation is considered media literate and utilizes social media to get information. With the food waste campaign, follower respondents agreed with the existence of this campaign in accordance with the government's direction to change behavior through simple things.

Based on the findings of the action dimension, the component that tends to take certain actions is in accordance with the attitudes and knowledge possessed by a person. The tendency to take action towards something with certain stages and related to the object he faces is a logical thought to expect that a person's attitude is reflected in the form of action tendencies (Azwar, 2012, p. 145). The eleventh statement of the perception category, namely being able to take action regarding the #HabiskanMakananmu campaign, has been supported by respondents. This shows that respondents have concluded the information obtained so that it has a good effect. Perception is a process of receiving stimulus by a person through the sensory organs. After gaining knowledge and attitudes through the five senses which are considered a stimulus, an individual will interpret it as a form of understanding and realizing the stimulus that has been received. This means that in this statement respondents have realized the actions taken regarding the campaign, although based on the results of the study respondents are still at a low level but at least they are aware of the campaign and environmental awareness. The twelfth statement in the guided response category, namely already doing the #HabiskanMakananmu campaign, was supported by respondents. This shows that there is a guided response from within the respondent to carry out the campaign so that it has a good effect. A guided response is someone who can already do something in accordance with the correct order and according to the example.

Based on the research results, some respondents have been able to carry out the campaign in accordance with the sequence, which is after going through the knowledge and attitude stages, the next stage is action. This category has the highest value in the action dimension, this illustrates that one-third of respondents can be pioneers in making others aware of the importance of environmental awareness, such as the example of respondents' participation in the #HabiskanMakananmu campaign movement through Instagram social media. The thirteenth statement in the mechanism category, namely automatically doing the #HabiskanMakananmu campaign, was agreed by respondents. Mechanism is an action where someone can already do something correctly, so it automatically becomes a habit. This shows that this campaign is well supported by respondents. Based on the research results, the value of this statement is still low compared to the knowledge dimension, which means that respondents have not been able to carry out this campaign automatically in their daily lives. Therefore, there needs to be a strategy to make this campaign done automatically and become a habit for respondents, such as for example creating real activities that introduce how to reprocess food ingredients that are still suitable for consumption. The fourteenth

statement of the adoption category, namely modifying or developing the #HabiskanMakananmu campaign, was supported by respondents. Adoption is an action that has been well developed so that it can be modified without compromising its accuracy. This shows that this campaign has been well supported by respondents. Based on the research results, this statement has the lowest value among other statements, this means that in developing and modifying the campaign, respondents are still considered unfavorable. As in research (Kazdim, 2001) which states that modifications in environmental awareness cannot be developed because respondents cannot focus on changing their behavior because respondents do not understand how environmental awareness can occur.

Modification is an effort to shape a behavior so that it becomes better towards the thing that is being faced. Therefore, it is necessary to hold direct activities related to a deeper understanding of environmental awareness. That environmental awareness can be done through simple things, one of which is to finish the food eaten and if it can act modification, respondents can do food preparation to avoid food ingredients that are wasted in vain. In the action dimension, based on the findings, this dimension has a low average score compared to other dimensions. The action dimension is known as the highest point of environmental awareness, but in reality, respondents do not have good enough actions related to the #HabiskanMakananmu campaign. This shows that there is still a lot that needs to be done by Zero Waste Indonesia to increase the respondents' environmental awareness related to the #habiskanmakananmu campaign to reach the action level. For example, conducting direct activities that raise the theme of food waste that involve respondents. The level of respondents' tendency to act on this campaign is still very small. The action dimension of the environmental awareness variable shows that there is support for spending food in all circles, especially among Zero Waste Indonesia's followers. By finishing the food eaten, it will have a long-term effect on the environment. Research conducted by (Khosiin, 2021) states that there are supporting factors for the formation of environmental awareness, one of which is quality human resources. One of the implementations of quality human resources is that people are starting to get used to spending food and not being consumptive in terms of food, meaning that people want to become business actors in reducing food waste which continues to increase. To support this campaign, respondents have automatically always finished the food they eat.

Based on the results of the study, it means that the level of environmental awareness of followers of the @zerowaste.id_official Instagram account regarding the habiskan

makananmu social campaign is still at the knowledge stage. This means that the respondents already have good knowledge regarding this campaign and are sensitive about the dangers of food waste, on the other hand that the campaign program that was first introduced by Zero Waste Indonesia will have a good impact on the life of the community itself. Knowledge is important in the formation of a person's attitude and action or behavior (Notoatmodjo, 2010). Most of the followers' knowledge of the zero waste lifestyle is good, so it can be interpreted that the #HabiskanMakananmu campaign has been quite effective but only at the level of knowledge for active users of Instagram social media. Followers @zerowaste.id_official have a good view of the #HabiskanMakananmu campaign and believe that this social campaign is very good for future environmental life.

Judging from the attitude dimension, respondents have not shown a significant attitude of acceptance towards this campaign, only a small number of respondents can invite others to participate in this campaign. Which means that respondents have a low level of awareness of the environment and their lives. Other statements also illustrate that respondents are less able to provide a response or response about the campaign. However, the acceptance statement has a high value so that this can illustrate that respondents are still at the stage of knowing the theory but are still very insensitive in responding to matters related to the campaign, respondents tend to be indifferent. In overcoming this, active participation of respondents is needed through various activities that generate a sense of empathy as well as the logic of thinking to be able to act on this campaign.

Then in the action dimension, some respondents do not yet have the tendency to act and support the #HabiskanMakanmu campaign in their daily lives. The led response statement has a high average value, which means that respondents can be pioneers to sensitize others. However, the adoption statement has a low value, which means that respondents have not been able to modify the #habiskanmakanmu campaign. To overcome this, direct activities are needed, such as learning how to reprocess leftover food ingredients that are still suitable for consumption or how to manage food ingredients for one week optimally to avoid wasting food ingredients. This is one way to modify the #HabiskanMakananmu campaign, in addition to spending food on a plate, respondents can also modify it by managing the remaining food ingredients that are still feasible properly which ultimately has the same goal of reducing the amount of food waste in Indonesia.

CONCLUSION

Based on the explanation that has been presented previously, the conclusion in this study is that, based on the description of the research results previously mentioned, the research with the title "Enviromnemtal Awareness Followers of @zerowaste.id_official Instagram Account Regarding the #HabiskanMakananmu Campaign" aims to describe how Instagram users' environmental awareness of the #HabiskanMakananmu campaign. The frequency distribution table that has been presented, the respondents of this study consisted of followers of the @zerowaste.id_official Instagram account and those who know the #HabiskanMakananmu campaign.

This study uses one variable, namely environmental awareness of the campaign which consists of the dimensions of knowledge, attitude, and action. This research has been conducted on 100 respondents who are followers of Zero Waste Indonesia's Instagram account and know the #HabiskanMakananmu campaign. Based on the findings, it can be stated that the highest statement result is in the knowledge dimension. Respondents are still at the stage of knowing, understanding, application, analysis, synthesis, and analysis regarding the #HabiskanMakananmu campaign, but are still low in the dimensions of attitude and action. In the environmental awareness variable, there is a knowledge dimension, with categories of knowing, understanding, application, analysis, synthesis, and evaluation. Based on the findings, the highest statement in this study is found in the statement "Understand the benefits of the #HabiskanMakanmu campaign" with a total of 66 respondents (66%) who answered strongly agree. This shows that based on the knowledge component in the statement understand, the respondent already understands the benefits of the #HabiskanMakananmu campaign, which means that the respondent already has a fairly good environmental awareness.

Then in the environmental awareness variable there is an action dimension which has the categories of perception, guided response, mechanism, and adoption. Based on the findings, the lowest statement is the adoption statement. With the statement "Can modify or develop the #HabiskanMakananmu campaign" there were 29 respondents (29%) who answered doubtfully. This shows that respondents have not been able to adopt the campaign by modifying and developing it. So the respondents are not yet at the action stage regarding the #HabiskanMakananmu campaign, so it is necessary to increase education and socialization so that the level of environmental awareness is higher so that it can change behavior/habits to spend food.

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