

## **The Influence of TikTok Pandawara Group Media Exposure on Increased Environmental Awareness Among University of Pancasila Students**

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### **Abstract**

Social media facilitates interaction among people through various social activities such as communication and content sharing. TikTok is currently popular among the public. Pandawara Group, an environmentally conscious community, uses TikTok to spread environmental awareness through videos. This study aims to evaluate the influence of TikTok content from Pandawara Group on the environmental awareness of Universitas Pancasila students. The research method used is quantitative with a positivist paradigm and an explanatory research type. The sample involves 100 active students from Pancasila University for the 2023/2024 period, using linear regression for data analysis. The results show a significant influence between exposure to Pandawara Group's TikTok content and the increase in environmental awareness among students. This study highlights the importance of TikTok in shaping environmental awareness among students. Informative and inspiring content from Pandawara Group significantly contributes to the increase in environmental awareness. Environmental campaigns through social media like TikTok have proven effective in raising environmental awareness. These findings emphasize the need for active roles of organizations and individuals in using social media as a tool for education and inspiration regarding environmental issues.

**Keywords:** Content; Environment; Pandawara Group; Social Media, TikTok

### **INTRODUCTION**

Mass media functions as a tool for disseminating information, including mass media which functions as an intermediary (Agustina, 2024). Mass media consists of print media, electronic media and online media. Print media includes various types such as newspapers, magazines, books, and others. Meanwhile, electronic media consists of radio and television, while online media includes internet media, such as websites and others (Nur, 2021). Social media is currently a very popular platform among people because it is a tool used to interact and socialize. By leveraging mobile and website-based technologies, social media creates highly interactive platforms that allow people to communicate, share, collaborate, and modify the content they create themselves (Nasution, 2020). Social media, often referred to as new media, now reaches all levels of society, increasing the intensity of internet use. Daily internet use averages 7 hours 59 minutes, with more than 3 hours 26 minutes spent

on activities on social media such as YouTube, Facebook, Instagram, Twitter, and others (Hermawanti, Prisanto, Yulianto, & Ruliana, 2020). TikTok, a music video platform and social network founded by Toutiao founder Zhang Yiming in September 2016, allows users to create their own short music videos (Mahardhika et al., 2021).

TikTok has now reached many people, including college students. TikTok offers students a variety of content, including those related to environmental issues. The gap between the level of environmental concern that students should have and the one they encounter is the basis of this research. Students are considered agents of social change and have a great ability to influence people's behavior regarding the environment (Hidayat, 2023). However, many students do not care about environmental issues. Considering the important role of students in shaping a sustainable future, this phenomenon is becoming increasingly interesting to research.

Additionally, it is important to understand how the use of certain content, such as that created by the Pandawara Group, can influence students' environmental perceptions and actions. This is especially true for social media, especially the TikTok app. To understand the complex dynamics between media, culture and environmental awareness, it is necessary to carry out further analysis of changes in values, attitudes and behavior that may occur as a result of exposure to social media. Consequently, this research question is: what is the influence of exposure to the Pandawara group on TikTok media on the environmental awareness of Pancasila University students? This research aims to find out how exposure to TikTok media by the Pandawara Group has an impact on the environmental awareness of Pancasila University students.

### **Stimulus Response Theory**

Stimulus-response theory was used in this research. Stimulus-response theory—also known as SOR (Stimulus - Organism - Response) theory—was proposed by Hovland et al. (1953). Munawwaroh (2018) states that stimulus-response theory examines several aspects of the human self, including attitudes, opinions, behavior, cognition, affection and conation. This theory states that organisms produce certain behavior because the stimulus is the message conveyed to the communicant, and the organism is the individual who receives and pays attention to the message, and the response is the result or effect of a change in attitude which depends on the individual's process in responding to the stimulus. Simply put, stimulus-response theory is explained by Annisa (2019) as a reaction to certain stimuli.

Therefore, the interrelated elements in this theory, namely message (stimulus), communication (organism), and effect (response), can be understood in relation to the relationship between messages in the media and audience reactions.

This research adopts stimulus-response theory. According to Munawwaroh (2018), stimulus-response theory, also known as SOR (Stimulus - Organism - Response) theory, was developed by Hovland et al. (1953). This theory states that the stimulus is the message received by the communicant, the organism is the individual who receives and pays attention to the message, and the response is the change in attitude resulting from the individual's process of responding to the stimulus. Stimulus-response theory explores various human aspects such as attitudes, opinions, behavior, cognition, affection, and conation. This theory explains that organisms produce certain behavior because of a special stimulus that allows a person to anticipate and predict the suitability between the message and the communicant's reaction (Effendy in Munawwaroh, 2018). According to Annisa (2019), stimulus-response theory is a simple understanding which states that an effect is a reaction to a certain stimulus. This shows that there is a relationship between messages in the media and audience reactions. In this theory there are interrelated elements, namely the message (stimulus), communication (organism), and effect (response).

The message (stimulus, S) is an important element in communication because it is the core of the information that the communicator wants to convey to the communicant. Without a message, the communication process between the communicator and the recipient will not be effective. The communicant (organism, O) is the individual who receives the stimulus from the communicator. The communicant's attitude towards the stimulus received will vary depending on each individual's understanding of responding to the stimulus. This attitude can be analyzed through three variables, namely attention, understanding and acceptance. These variables determine how the communicant will respond after receiving a stimulus. Examples of attitudes in question include the tendency to act, think, perceive and feel towards objects, ideas, situations or values. Attitudes are different from behavior; Attitude is a tendency to behave in a certain way towards an attitude object.

### **Media Exposure**

Media exposure refers to the activities of individuals or groups in hearing, seeing, and reading messages from various media, as well as the attention they give to these messages

(Halim, 2023). The aim is to collect data regarding media usage patterns by the audience, including the type of media used, frequency of use, and duration of use. The types of media analyzed include audio, audiovisual, print media and online media (Ardianto in Munawwaroh, 2018).

According to Akbar and Murdiana (2023), media exposure aims to collect information from the public regarding the use of various types of media, including the frequency and duration of use. The types of media studied include a combination of audiovisual, print, audio media, as well as a combination of them. Media usage frequency measures how often a person uses media each day of the week (for daytime programs), each week of the month, and each month of the year (for monthly broadcasts). These three models are usually used to measure daily program frequency by assessing the duration of media use, namely how long the audience is connected to the media (how many hours a day) or how long (minutes) the audience follows a particular program (Ardianto in Akbar and Murdiana, 2023).

According to Aulia and Rusdi (2022), media exposure is a situation where individuals are continuously exposed to media content. This condition occurs when the audience is continuously exposed to news or media messages (Marta & William, 2016). This concept focuses on collecting information and data about how audiences utilize media. Media exposure has three dimensions that can be measured, namely frequency, duration and attention (Rosengren in Rakhmat, 2009). Frequency includes how often a person uses media and how often they consume message content from the media. Duration measures how long a person uses media and how long they consume the content of media messages. Attention includes a person's level of attention in using media and in consuming the content of media messages (Rizki & Pangestuti, in Hermawanti et.al, 2021).

### **TikTok Media**

According to Yudit (2023), TikTok is an application developed by ByteDance Inc., a technology company from China, and launched in September 2016. This application allows users to upload and share short videos. Initially, TikTok was known as a music platform where users could create lip-sync videos lasting around 15 seconds. Apart from lip-sync, TikTok offers a variety of special effects that make videos more interesting and allow users to get creative with their music videos. Aulia and Rusdi (2022) argue that TikTok prioritizes videos as the main means of interaction. This application provides various special effects and music from famous artists to make videos more interesting. TikTok offers various types

of content, ranging from education, business tips, political issues, to fashion. According to a report from Katadata.co.id, TikTok will be the most downloaded application worldwide in 2021. Based on the AppTopia survey, TikTok was ranked first with 656 million downloads, followed by Instagram (545 million) and Facebook (416 million) (Rizaty in Nugroho, 2024). Akbar and Murdiana (2023) stated that TikTok became popular in Indonesia in 2018 with around 10 million active users. During the 2020 pandemic, the number of TikTok users in Indonesia jumped from 37 million to 92.2 million in July 2021.

### **Environmental Concern**

Nugraheni (2021) explains that concern for the environment arises as a response to certain stimuli. Factors that influence attitudes that care about the environment include knowledge, habits, and the role of society. Knowledge is the result of learning obtained through observation and experience. Habituation is a process that helps environmental behavior become embedded in daily activities. The role of the community, according to Shihab (in Jito Subianton, 2013), is also important in forming an attitude of caring for the environment, as explained in Law Number 32 of 2009 which regulates the role of the community in protecting and managing the environment.

### **Pandawara Group**

According to Rajudin and Hadi (2024), the Pandawara Group is a group of young people from Bandung who actively make videos on TikTok about cleaning activities in various places. This group consists of five people who have known each other since high school and were inspired by the "Pandawa Five" in wayang. They use the name "Pandawara" which means "good news."

Matondang et al (2023) stated that the Pandawara Group aims to increase public awareness regarding the importance of protecting the environment and reducing the negative impacts of waste. They actively clean rivers, beaches and dams, and share these activities via videos on TikTok. Pandawara Group also creates content that educates the younger generation about environmental cleanliness. With the TikTok account @pandawaragroup which has 7 million followers, they invite followers to throw away rubbish in the right place (<https://waste4change.com/> in Ardan and Kurniawati, 2024).

### **METHOD**

Numerical data was collected and evaluated using quantitative methodology in this research. The goal is to verify hypotheses, measure events, and reach conclusions that can

be measured and reapplied. Explanatory research explores the relationships and influences between variables. Surveys, questionnaires or experiments are methods for collecting data. The influence of media exposure from the Pandawara TikTok Group on Universitas Pancasila students' environmental awareness was assessed using linear regression data analysis techniques.

## RESULTS AND DISCUSSION

### Simple Linear Regression Analysis

Simple linear regression analysis is used to study the relationship between a dependent variable (Y) and an independent variable (X). The results of the analysis show that the constant (intercept) is 9.637, which means that without the influence of variable X, the value of variable Y is predicted to be 9.637. The coefficient value of variable X is 0.276, which indicates that every one unit increase in variable X will increase variable Y by 0.276 units. In this research, simple linear regression analysis will have the equation:  $Y = \beta_0 + \beta_1 X + \varepsilon$ .

Figure 1. Simple Regression Model

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	9.637	.894		10.784	<.,001
	X	.276	.043	.541	6.365	<.,001

a. Dependent Variable: Y

Source: Research Results, 2024

In the table above, the equation for the regression model in this study is obtained, namely:

$$\hat{Y} = 9.637 + 0.276X$$

This constant is often referred to as the "intercept" in linear regression. This means that if the value of variable X is zero ( $X = 0$ ), then the value of variable Y is predicted to be 9.637. In other words, 9,637 is the starting point or basic value of variable Y (Pancasila University students' environmental concern) when there is no influence from variable X. It is known that the coefficient value of variable X is 0.276. This means that for every one unit score increase in the Pandawara Group TikTok media exposure variable, the environmental concern variable for Pancasila University students will increase by 0.276 units. This coefficient shows how big a change occurs in variable Y (Pancasila University students' environmental concern).

environmental awareness) for every unit change in variable X (exposure to Pandawara Group TikTok media). This means that if variable X increases by one unit, then variable Y will increase by 0.276 units. It describes a linear relationship between X and Y, where the Y variable will always change proportionally to the change in the X variable. Thus, the results of this linear regression provide an illustration of how variable Y is influenced by variable X. Intercept (9.637) gives the initial value of Y when.

**Hypothesis Test (F Test)**

Hypothesis testing is carried out to find out whether the independent variable (X) significantly influences the dependent variable (Y) . In this context, the F test tests whether the regression model used is statistically better at predicting variable Y compared to a model without variable X. H0 states that the independent variable does not have a significant influence on the dependent variable. In other words, the regression coefficient of variable X is zero. H0 will be rejected if the calculated F value is greater than the table F value or if the p-value is smaller than 5% (0.05). Rejection of H0 means accepting the alternative hypothesis (H1), which states that the independent variable does have a significant influence on the dependent variable.

**Figure 2. Regression Model Hypothesis Testing**

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	139.210	1	139.210	40.508	<.001 <sup>b</sup>
	Residual	336.790	98	3.437		
	Total	476.000	99			

a. Dependent Variable: Y

b. Predictors: (Constant), X

Source: Research Results, 2024

In the table above, it is known that the significant value for the influence of variable The test results show a significant value of 0.000, which is smaller than 0.05, so H0 is rejected and H1 is accepted. This means that variable. Based on the results of the hypothesis test, it can be concluded that the Pandawara Group TikTok media exposure variable significantly influences the environmental concern variable for Pancasila University students. This shows that changes to variable X have a real impact on variable Y. This explanation provides a deeper understanding of the process and results of hypothesis testing using the F test, as well as the interpretation of the significance values obtained.

### **Coefficient of Determination (R Square)**

The coefficient of determination, or R Square, is used to measure how much variation in the dependent variable (Y) can be explained by the independent variable (X) under study. The R Square value ranges between 0 and 1. The closer to 1, the greater the proportion of variation in Y that can be explained by X.

**Figure 3. Regression Model Determination Coefficient**

<b>Model Summary</b>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.541 <sup>a</sup>	.292	.285	1.854

a. Predictors: (Constant), X

Source: Research Results, 2024

The R Square value of 0.292 indicates that 29.2% of the variation in variable Y can be explained by variable X, while 70.8% of the variation is explained by other factors outside this research model. This means that there are other independent variables that have not been included in the model that also influence variable Y. These results show that even though variable caused by other variables not included in this model. This indicates the need for further research to identify other variables that influence Y. The coefficient of determination of 0.292 indicates that the Pandawara Group TikTok media exposure variable explains 29.2% of the variation in the environmental concern variable for Pancasila University students. The remaining 70.8% of the variation in Y is explained by other factors outside this model, indicating that there are other independent variables that influence the environmental concerns of Pancasila University students. These results emphasize the need to consider other variables in further research to obtain a more complete picture of the factors that influence students' environmental concern.

### **CONCLUSION**

This research found that there was a significant influence between exposure to Pandawara Group's TikTok media and increased environmental awareness of Pancasila University students. However, only 29.2% of the variation in students' increased environmental concern is explained by this variable, indicating that many other factors also influence environmental concern. Further research with a qualitative and longitudinal approach is needed to understand the mechanisms of social media's influence on



environmental awareness in more depth. Further research needs to be carried out using a qualitative approach to deepen understanding of the mechanism of how exposure to Pandawara Group TikTok media content can influence students' increased environmental awareness in more depth. Longitudinal research is needed that involves observing student behavior over a longer period of time to see whether the increase in environmental awareness resulting from social media exposure is sustainable or not. It is important to involve various contextual factors such as culture, social values, and psychological factors in research to understand the complexity of the relationship between media, culture, and environmental awareness.

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