

From Environmental Clicktivism to Trash Cleanup: New Initiative of Instagram Account @Pandawaragroup

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Abstract

Environmental care movements on social media are often limited to "clicktivism". The possibility of participation or support from the community is limited to the digital world without bringing change and action in real life. This study aims to determine how the communication process of the Instagram account @Pandawaragroup can carry out clicktivism to real environmental activism. This study argues that activism on social media can produce real action. The Instagram account @Pandawaragroup can prove that online activism on social media is not just "clicktivism", but can lead to actual participation, mobilization, and support. Activism on social media needs to pay attention to the principles in the environmental communication strategy process; social media activism is more likely to succeed in encouraging actual participation and support when the message narrative is made simple, uses satirical language that is associated with actual conditions, and begins with concrete examples that inspire and messages that are framed with hope and segmented in a specific geographic environment that can encourage social and emotional closeness to the audience. In addition, Pandawara Group has succeeded in creating personal branding as an icon of the "Pandawa" group that motivates, inspires, and arouses emotions.

Keywords: *Social Media Clicktivism, Environmental Activism, Cyberactivism*

INTRODUCTION

The environment has become one of the issues that has received great attention in recent years in the 21st century. Humans worldwide are facing great challenges in maintaining the sustainability of life due to the exploitation of natural resources and worsening environmental degradation. Indonesia, one of the countries with a Population of more than 270 million, is not immune to serious environmental problems. In 2021 (Rochyadi-Reetz & Wolling, 2023) the World Bank reported that Indonesia is one of the countries with the highest level of plastic waste pollution in the world. In addition, Indonesia was also identified as one of the most vulnerable countries to the climate crisis (Eckstein et al., 2021).

One recent development that has significantly impacted communication and mass awareness in the environmental movement is communication technology, mainly social media. Social media has changed the traditional paradigm of how we communicate, organize, and participate in social movements. By providing a platform that is easily accessible and accessible to many people, social media has changed the way we spread messages, garner support, mobilize people, and organize environmental activities, petitions, and initiatives. In addition, social media also allows for easier two-way interaction between environmental activists and the general public. It allows for the rapid exchange of ideas, information, and views, increasing awareness and understanding of environmental issues. The public can easily participate in discussions, provide ideas, give feedback, and feel more involved in the environmental movement.

Social media is a global phenomenon that has become integral to people's daily lives (Smith, 2015). In the context of the environmental movement, the role of social media as a new communication pattern and strategy is crucial. It enables environmental activists and groups to promote, campaign, mobilize, and garner support for various social and environmental awareness activities. Social media allows environmental groups to reach a broader and more diverse audience, not limited by geographical boundaries. They can easily share information, stories, photos, and videos that provide insights into environmental issues.

The rise of social media campaigns has increased public awareness of environmental issues, but unfortunately, they often fail to drive effective and sustainable behavior change (Pavelle & Wilkinson, 2020). Social activism on environmental awareness through social media is often called 'clicktivism,' where social media is now the primary tool for some environmental activists to convey their messages to increase public awareness and participation (Mutya, 2021).

The biggest challenge of social activism on environmental awareness on social media or clicktivism is how environmental activism through social media not only has an impact on virality so as to generate knowledge and awareness of the environment but transforms into an action in real behavioural activities. In line with that, some studies show that online environmental activism needs to be more effective in mobilizing the masses for collective action and raising the needed resources (Zahra & Manalu, 2021).

Therefore, it is important to realize that activism on social media, while positively impacting information and awareness, does not necessarily result in the concrete actions needed to address environmental issues directly. Online activism that is not followed by concrete actions can have a limited impact on achieving meaningful

change in addressing environmental issues. In this context, it is important to identify models of activism that can link online efforts and concrete action to address environmental challenges.

One interesting example of this model of environmental clicktivism is the @Pandawaragroup Instagram account in Indonesia. This account creates a unique experience by combining video messages in social media activism and real action in environmental activities. @Pandawaragroup is a community of five young people active in environmental campaigns and activities by combining the concept of activism on social media with real action. Since its inception in September 2022, Pandawara has utilized the social media platform Instagram under the account name @Pandawaragroup in environmental campaigns to spread its message and engage the public in sustainable action. The @Pandawaragroup has succeeded with 2.2 million followers on Instagram, demonstrating the positive impact of their unique approach of combining online activism with real action.

Another unique feature of @Pandawaragroup is its ability to inspire and motivate its followers and viewers to participate in concrete actions. They not only present information about environmental issues but also take concrete steps to address the issues. For example, they may organize beach cleanups, river cleanups, tree planting, or campaigns to reduce single-use plastics. By using social media as the leading platform, @Pandawaragroup manages to reach various layers of society, especially the younger generation who are often active on social media platforms, especially Instagram. They utilize the appeal of digital content to deliver their message in an interesting, easy-to-digest, and accepted way.

The success of @Pandawaragroup shows that environmental activism through social media “clicktivism” can successfully transform into environmental clean-up activities through concrete behavior, proving that through a wise combination of strong online messages and concrete actions, activism on social media can have a significant impact in efforts to address environmental issues. The approach taken by @Pandawaragroup aligns with the view that online activism should be the first step that triggers real action. This overcomes the common problem of participants stopping at the online stage without moving on to action. So, this research aims to discover how the process and strategy of Clicktivism communication of the @Pandawaragroup's Instagram account transform into environmentally clean activities in real-world behavior.

METHODOLOGY

A qualitative approach was used in this study. A qualitative research methodology produces descriptive information about people and their observable verbal and

nonverbal behavior (Moleong, 2014). This type of research is a case study that focuses on a particular problem while collecting data incentivized from various sources. This research belongs to a case study because it wants to show how things happen or work in life, incredibly complex problems (Sitorus, 2021). This research was conducted from June to October 2024, with data collection using observation and interviews. Observations were made by observing and analyzing pandawara content activities and comments in the @Pandawaragroup Instagram account, including profiles, content, content patterns, and the period of published content publications. Then, the researcher conducted structured and in-depth interviews using a predetermined list of questions for followers of the @Pandawaragroup Instagram account, with the criteria of followers of the @Pandawaragroup Instagram account and those who follow the environmental activism activities programmed by the @Pandawaragroup account in real life. The aim is to find out the factors and reasons they are moved to participate in environmental activism in real terms.

The data analysis steps in this study followed the method described by Miles, Huberman, and Saldana (2014), starting with data compaction to filter, reduce, and abstract information from field notes or written transcripts. Furthermore, the data is presented in the form of a narrative categorized based on meanings and themes relevant to the theoretical framework used. The conclusion drawing and verification stages followed this process to produce a comprehensive interpretation.

The theoretical framework used in this research is the new social movement theory. New social movement theory offers a more flexible and dynamic perspective in understanding collective action by expanding the ideas considered part of social problems. This theory supports values such as identity, equality, direct participation, democracy, plurality, and difference. New social movements do not only focus on political, economic, or social class issues but also involve other identities, such as gender, ethnicity, and sexuality, as well as environmental and ecological issues (Buechler, 2022).

The development of this theory also adopts pluralism and inclusiveness, making it relevant to study collective action in cultural societies, such as the gender equality movement, the anti-racism movement, and the environmental movement. According to Macionis (2011), individuals who join social movements are often motivated by quality of life issues, not merely economic ones. Mobilization in social movements can occur at the national or international level because the issues fought for are cultural. Macionis also emphasizes that new social movements emerged in response to the development of mass media and modern information

technology, which play an essential role in bringing people together around the world to achieve goals related to social issues and social change (Zahra & Manalu, 2019).

Meanwhile, the analytical framework uses concepts from Mary Joyce. Mary Joyce, 2011 (in Shahzalal & Hassan, 2019) presents a framework that classifies digital technologies in the current web ecosystem according to seven activist functions. These functions are Documenting: Digital activists use technology to capture and share evidence of social problems and injustices. Monitoring: They use digital tools to track and analyze social and political developments. Mobilization: Digital activists leverage online platforms to organize and coordinate collective action. Disrupting: They use hacktivism and online protests to challenge existing power structures. Narrative: Digital activists use storytelling and media production to shape public discourse and influence opinion. Visualization: They create and share visual representations of data and information to increase understanding and engagement. Facilitating: Digital activists build and maintain online communities and networks to support their cause. This framework has been applied to various case studies, such as the Justice for Trayvon campaign, to understand the impact and effectiveness of digital social advocacy. By examining the functions and strategies used by digital activists, researchers, and practitioners can gain insight into the evolving nature of online activism and its potential for social change.

Concluding this study involved a description to answer the research questions based on the previously described findings. To ensure data validity, qualitative research applies triangulation, which uses various techniques or data sources to understand a topic (Donkoh, 2023) thoroughly. In this study, triangulation was conducted through observation using the @Pandawaragroup Instagram account and interviews with followers of the account who have been involved in actual environmental activities. The second approach used is called member check, where information obtained from interviews and observations is verified again to ensure the accuracy of the data.

RESULTS AND DISCUSSION

Documentation

The founders of Pandawaragroup formed a community that focuses on environmental issues because they hope to be an example for the community and other organizations to be more concerned and responsible in protecting the environment. @Pandawaragroup was established as a platform to realize the value of individual awareness in protecting and preserving the environment. In relation to digital activism, Pandawaragroup falls into the category of crowd-enabled action, which is digital activism resulting from people expressing themselves personally

and inspiring others to do similar activities (Putri & Pratiwi, 2022). @Pandawaragroup has almost all forms of social media. However, this research is focused on the @Pandawaragroup Instagram account. The Instagram account was selected because @Pandawaragroup first posted documentation of their activities through Instagram social media, which now has 2.2 million followers.

Correspondingly, media richness theory states that every medium can produce and communicate information (Sivaram et al., 2019). Each social media platform's unique 'ecosystem' is based on this concept. Instagram may be perceived as the platform that best suits their visual content and purpose, while other platforms such as YouTube and TikTok offer a more 'rich' format in terms of visuals and narrative, and Facebook is a more generalized social media platform. At the same time, Twitter felt more focused on short texts and news, which were less relevant to their message and style.

Pandawara group's success in gaining significant attention from the public and going viral on social media is inseparable from the communication strategies carried out in utilizing social media. This positively impacts the number of followers and engagement on Instagram @Pandawaragroup, which has implications for the Pandawara group's success in influencing its followers in environmental awareness and action. Social media has a solid social and cultural impact on society. Social media can reach a large number of people. Therefore, this media can be effectively used to convey messages, build opinions, and public awareness (Mutya, 2021). This research aims to explore the strengths and strategies of @Pandawaragroup's social media communication on social media, especially on Instagram, which can mobilize environmental activism activities in the real world.

Pandawaragroup consistently uses two types of content, namely images in the form of photos and illustrations and videos with good image quality and resolution. @Pandawaragroup uses a carousel format, which uploads six to eight images and videos in one post (pandawaragroup, 2023). The use of carousel content on Instagram increased to 19.44% in 2022. Carousels have an average engagement rate per upload of 1.92% compared to 1.74% for images and 1.45% for videos (Lozan, 2020., as cited in Prastika et al., 2023).

In its Instagram posts, @Pandawaragroup uses images in the form of photos and quotes as the first element or cover in its upload carousel. Pandawara group always displays the profiles of its five members, who represent five young people with a dashing, cool, fashionable, and cheerful style and appearance in a pile of garbage in a real action to clean the environment. Meanwhile, in the form of illustrations, @Pandawaragroup conveys satirical expressions such as 'the older you get, the

more you forget how to dispose of garbage properly' or other quotes, 'Do you think the janitors are responsible for the earth?'

Figure 1 shows the carousel cover photo and quotes uploaded on Instagram @Pandawaragroup. In this case, the role of images or visual content is very important, and the interactive nature of social media can add a new dimension to the possibility of projecting images (Verma, 2017). An image is an individual representation of an object, person, place, or event that is not directly visible to the observer. So, using sound, unique, and exciting images is very relevant to social media as it forms personal branding (Verma, 2017).



Figure 1. @Pandawaragroup carousel cover in the form of photos and quotes

Source: Instagram account @Pandawaragroup

In addition to well-conceptualized carousel content, photos, and videos, the layout is an important element in making Instagram feeds more aesthetic and eye-catching. Pandawara group uses an Instagram layout with a tile feed type, placed alternately like a chessboard, using two types of uploads: photos and quotes. In addition, Pandawaragroup also uses consistent concepts and colors that create a unique characteristic. Figure 2 shows the layout of @Pandawaragroup's Instagram feed. Their activism is not only limited to social media clicktivism, but they also do real environmental activism by organizing and working with anyone.

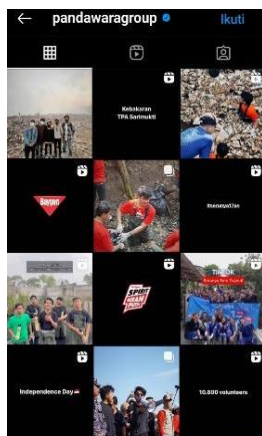




Figure 2. Layout of @Pandawaragroup Instagram Feed



Source: Instagram account @Pandawaragroup

Content in video reel format is the most significant percentage of content produced and uploaded by the @Pandawaragroup account on Instagram, and it has better content effectiveness than photos in terms of views, likes, comments, and shares. Videos have advantages over other types of content with richer features, such as audio, sound effects, and animations that can be customized according to user needs (Halim, 2020). In line with that, Shahbaznezhad et al. (2021) suggested that social media posts with video content are more effective than photo content because video content provides greater engagement in the form of active engagement behaviors such as comments.

@Pandawaragroup consistently uploads documentation of its clean-up activities in video reels. Table 2 shows the various types of video reels content uploaded by the @Pandawaragroup account on Instagram, which represents that @Pandawaragroup is five cool young people with heroic, yet relaxed and fun litter clean-up actions, supported by the back sound of hit songs with various genres such as Prep as it was, Eminem Stan, Bee Gees Stayin Alive, Vantage 50/50, Ace Of Base the sign 1993, and Abba Gimme. Backsound is now an important element, just as important as the visuals in a video. Sound can increase brand engagement, while music plays an important role in user response (Hutchinson, 2022). The sound and music chosen by the @Pandawaragroup account as the back sound for its video content can attract the attention of audiences; this is evident from the number of engagements on the Pandawara group account, which reaches thousands and even tens of thousands.

Table 1. Pandawaragroup Video Reels Content

Content type caption	Visuals & Content	Snapshot	Date & Engagement
<p>Content type: inspiration</p> <p>Caption: Treating the river</p>	<ul style="list-style-type: none"> • Cleaning up rubbish in the river. • The five personnel were dressed neatly in t-shirts and trousers, reflecting the youth of today. • Relaxed situation • Backsound: men i trust 		<p>16 September 2022</p> <p>Like: ±20.5 thousand</p> <p>Comment: ±105 thousand</p> <p>Share: ±122 thousand</p> <p>Views: ±517 thousand</p>
<p>Content type : Inspiration</p> <p>Caption: Only rubbish we can colonise 'happy hero's day'</p>	<ul style="list-style-type: none"> • Using the moment of Heroes' Day • Five personnel wearing red and white headbands • Cleaning up rubbish in the river under the rain • Backsound: mellow I see mum 		<p>11 November 2022</p> <p>Like : ±64.9 thousand</p> <p>Comment : ±1.5 million</p> <p>Share : ±2.2 million</p> <p>Views : ±694 thousand</p>

<p>Content type : Inspiration</p> <p>Caption : the most damaged river so far</p>	<ul style="list-style-type: none"> • Showing the state of the river full of rubbish • Clean action 5 personnel with angel zoom out gives the impression of heroic and cool • Backsound : rock nightmare avenged sevenfold 		<p>26 November 2023</p> <p>Like : ±91.7 thousand</p> <p>Comment : ±1.3 million</p> <p>Share : ±1.2 million</p> <p>Views : ±952 thousand</p>
<p>Content type : Inspiration</p> <p>November dump</p> <p>Caption: thank you November</p>	<ul style="list-style-type: none"> • a collection of video footage documented by Pandawara Group during the month of November • Visualising their excitement in environmental clean-up action • Back sound : green orange x send1 		<p>31 November 2022</p> <p>Like : ±26.7 thousand</p> <p>Comment : ±298 thousand</p> <p>Share : ±369 thousand</p> <p>Views : ±522 thousand</p>

Source: Instagram account @Pandawaragroup

Although their communication strategy and social media use has attracted great attention and raised environmental awareness, this study found that the interaction through Instagram social media between clicktivism and action still requires a more holistic approach to achieve deeper and sustainable goals. @Pandawaragroup uses social media to inspire its followers through video uploads, and carousel content, but the effect of this clicktivism on real behavioural change is still not fully achieved.

Disturbing

Pandawaragroup is formed through several stages, in accordance with the theory of collective behaviour proposed by Horton & Hunt in (Zhang, Qu, & Chen, 2023). The first stage is dissatisfaction (Frustration), which involves the emergence of dissatisfaction or discomfort with a particular situation. Members of the Pandawa group experienced this situation where the neighborhood where they lived in Bandung was often affected by flooding due to piles of garbage near their residences. The second stage is mobilization. After the dissatisfaction occurred, Pandawagroup individuals began to communicate with each other and share their views on the flood-affected conditions they experienced.

The third stage is escalation. Initially, they only cleaned up the rubbish on the banks of the river near where they lived. Gradually, they began to jump into the river to clean up the rubbish that clogged the middle of the river. Then, their real action was documented and uploaded on Instagram social media. It turned out to be one of the most viral and widely watched, and positively affected the environment where they lived. They produced good results by cleaning up the rubbish that had accumulated in the river for 10 months. From there, they began to plan a more considerable clean-up by trying to expand the clean-up area in the rivers in Bandung by documenting and uploading their actions through Instagram social media.

Visualization

Pandawaragroup's action in real environmental activism began to be recognized in mid-2022 when they often shared documentation of their activities on their social media channels. They started their 'heroic' action by cleaning up rubbish in the river neighborhood where they live, and the action is always uploaded consistently on social media Instagram. Their content is unique and different from those usually shared by NGOs (Non-Governmental Organisations) and other environmental activists. Pandawaragroup's content differentiation strategy is supported by its ability to utilize the principles of virality and shareability. With unique, emotionally appealing, and thought-provoking content, it is more likely to be shared and go viral (Putri & Pratiwi, 2022).

Their ability to create such content not only sets them apart from traditional environmental activists but also aligns with the concept of 'virality,' which underlines factors such as originality. Content that is original and has a novel approach or new perspective tends to attract more attention and can go viral, which contributes to the rapid spread of content on social networks (Berger, 2013). This has caused the @Pandawaragroup Instagram account to get considerable public attention on social media.

Pandawaragroup makes Instagram one of the accounts to build public awareness about environmental issues, especially among the younger generation. Uniquely, in every upload of the @Pandawaragroup Instagram account, no hashtags related to environmental activities or actions are used. This finding is quite interesting and unique, considering that there is a difference between the concept of using hashtags so far and the effectiveness of environmental campaigns by several NGO (Non-Governmental Organisation) accounts and other environmental activists. Nevertheless, the content shared by Pandawara Group has a strong visual appeal and often goes viral. They only use visual formats such as carousels and video reels to attract attention and increase engagement. However, it is important to note that while online engagement is high, the transformation from online attention to real action on the ground still faces challenges. In this study, we saw that while many followers were inspired by their content, only a small percentage actually engaged in the actual action of cleaning up the neighborhood.

Narrative

Pandawara group's content is considered to have a good impact on society, especially in terms of environmental awareness (Fachri, 2023). Pandawagroup's environmental action content often goes sensational and viral, which not only receives appreciation from netizens but also creates a stigma that Pandawagroup is more of an influencer or content creator than an environmental activist. This stigma has created an uproar among netizens, with some defending and appreciating the actions taken by Pandawaragroup, while others are skeptical of their actions and believe that Pandawa Group is only looking for sensation for the sake of content and personal existence.

However, recent research suggests that social media can also be a good platform to reduce polarised partisan attitudes (Pantai et al., 2019, as cited in Jennings et al., 2021). Social media can facilitate exposure to counter-information, generate new information and attitudes with a more balanced perspective, and correct inaccurate beliefs (Jennings et al., 2021). In the context of connectivity, negative defense is not necessarily a bad thing, as a brand needs negative defense to trigger positive defense from others (Kotler et al., 2019).

In addition, Pandawaragroup often shares content that is satirical in nature and even leads to sarcasm, for example, crowning the four dirtiest beaches in Indonesia in their version. Satirical language is widely used, especially on social media, and is seen as an effective medium for criticism and satire. The use of satirical content attracts the attention of social media users and is effective in advocacy for environmental activism. Pandawaragroup's satirical and sarcastic posts on

Instagram aroused netizens' curiosity in the comments section and asked where the location was (Fajar, 2022).

In addition to using satirical content to encourage and advocate followers to participate in clean-up activities, Pandawaragroup also conveys messages of hope. For example, in Sukaraja Beach Lampung, 'the children there hope to play on a clean beach'. Persistent messages encompass the hope valuation pattern, which seeks to generate hope through valuing future outcomes that may be important in, line with individual goals, and beneficial for the future (DiRusso & Myrick, 2021). Findings suggest that messages with hope value drive behavioral intentions related to environmental issues more than messages that evoke fear and threat (DiRusso & Myrick, 2021).

In addition, Pandawaragroup also specifically selects geographical locations for more concrete environmental clean-up actions. Place-specific narratives can effectively build interest in environmental issues (Adams & Gynnild, 2013). Previous research in environmental psychology has shown that psychological distance from environmental issues can be an essential factor influencing people's pro-environmental attitudes and behaviors (Lee et al., 2020). This psychological proximity is also related to geographical proximity, where personal relevance to an issue is determined by the extent to which the issue or topic affects the individual directly or indirectly, including the neighborhood and people affected (Rucinski, 2004, as cited in Lee et al., 2020)).

In the content, Pandawaragroup inspires and starts moving with concrete, real action in cleaning up waste. Message narratives are kept simple and lead to meaningful messages. Meaningful messages are often related to themes that give the audience a better understanding of what is fundamentally important in life. In its content, Pandawara group always provides an overview of the facts about the state of the environment, especially rivers, and beaches that are alarming and full of garbage, and tries to advocate and motivate its audience to jointly take action to clean up garbage and keep the environment clean. Meaningful messages are framed around themes that give audiences a better understanding of what is fundamentally important in life (Rieger & Klimmt, 2019). The audience's response to these meaningful messages fosters motivation to engage due to moral imperatives and elicits emotional feelings such as being touched, moved, and inspired (Rieger & Klimmt, 2019).

Mobilization

Pandawaragroup's success in taking action to care for the environment has earned them an award as The Best Communication at the Indonesia Green Awards 2023.

The initial stage of success carried out by Pandawaragroup, namely the Awareness stage, they succeeded in creating personal branding as a group that is iconic according to its name. Pandawara is a combination of the word 'pandawa' which represents the five dashing and brave Pandawa characters, according to the number of personnel, and 'wara' comes from Sundanese which means bearer of good news (Puspa, 2023). Personal branding is an ongoing process of building a defined image or impression in the minds of others about an individual, group, or organization (Verma, 2017). Pandawaragroup shapes its group as a brand while maintaining its cultural identity to strengthen it and create a positive icon. Icons are representational symbols that embody meanings that are admired and respected (Ilahiyyah & Harti, 2022). By utilizing social media, especially Instagram, Pandawaragroup has succeeded in establishing personal branding as an icon of an inspirational environmental activism group.

The content shared by Pandawaragroup on Instagram is mostly inspirational, which is content that can evoke transpersonal emotions so that people who see the content feel motivated to engage in forms of emotions such as feeling touched, moved, or inspired (Rieger & Klimmt, 2019). Inspirational content mostly features hope, including overcoming obstacles and problems in the surrounding environment that contain optimistic or encouraging values (Rieger & Klimmt, 2019). Pandawaragroup's inspirational content on Instagram social media takes the form of complex states that can contain both positive and negative emotions and can be found in various moments of daily activity (Ignat et al., 2021). In this case, there are two types of inspirational content posts: first, those that make people feel good and can change their mood and perspective, such as feeling grateful, amazed, and curious; second, those that make people act on their thoughts and desires (Ignat et al., 2021).

The inspirational content of the @Pandawaragroup Instagram account gained public support. Support for pro-environmental campaigns on social media Instagram can be done in various forms, such as liking and sharing campaign content through the audience's social media and online donations. Although there are concerns regarding clicktivism that provides moral comfort but no real action (Levy, 2016., as cited in Lee et al., 2020), previous research implies that online actions can mobilize to offline behavior. Engagement in online discourse can be the cornerstone of offline collective action and movement or real action (Lee et al., 2020). Pandawara group's social media campaign on Instagram for six months formed a positive image, which is evident from the publicity displayed by the mass media regarding Pandawaragroup, which leads to positive news. The virality and positive image of Pandawara group have formed public trust and loyalty of


followers on Instagram to get involved in the real action of clean waste offered by Pandawaragroup.



The first concrete environmental action by Pandawaragroup took place in a river, with only five members involved. However, after gaining significant exposure on social media and receiving a positive public image, Pandawaragroup sought to create a larger impact through its environmental initiatives by inviting volunteers to join its efforts. They first opened volunteer recruitment via Instagram on 6 March 2023 in the form of a video featuring a challenge between Pandawaragroup and 17 volunteers to clean up rubbish. Pandawaragroup has consistently invited its followers to volunteer in various places, such as a beach clean-up in Lombok with 200 volunteers and several areas in Bandung. Most of Pandawaragroup's volunteers are young people. Instagram has provided Pandawaragroup with a platform to promote their activities, particularly to engage young people in concrete actions and producing and distributing ideas, knowledge, and culture. This participatory action is called participatory culture, manifested through affiliation, expression, collaboration, and distribution (Lim, 2013).



Nevertheless, mobilizing young people to participate in environmental actions is not easy. Individuals tend to seek involvement or opportunities to engage with a topic when they perceive it to be personally relevant. Organizations can strategically use social media to accommodate individuals' desire to engage, serving as a source of influence on public opinion (Lee et al., 2018).

Pandawaragroup's sensational clean-up campaign was carried out in four places, which the group named the 4 dirtiest beaches. In Table 3, we will summarise the Pandawara group's communication process to advocate followers on Instagram in the clean-up activity at the 2 dirtiest beaches.




Table 3. Pandawa Group's Content to Mobilise Clean Environment Action

Place 1 : Labuan beach, Pandeglang, Banten			
Content Type & Caption	Visuals/Content	Snapshot	Date & engagement
Type: foto carousel Caption : holiday first	<ul style="list-style-type: none"> Beach holiday filled with piles of rubbish 		21 Mei 2023 Like : ±735 thousand

			<p>Comment : ±4.7 thousand</p>
<p>Type : video</p> <p>Caption: We are waiting for anyone who wants to come tomorrow morning to Labuan Beach, Teluk village, Labuan sub-district, pandeglang district.</p>	<ul style="list-style-type: none"> • Visual: shows the condition of Labuan Beach, which is full of piles of rubbish and has been named the No. 1 dirtiest beach. • Narration: Inviting volunteers to clean up the rubbish and not blame each other. 		<p>21 Mei 2023</p> <p>Like: ±474 thousand</p> <p>Comment: ±12.3 thousand</p> <p>Share : ±13.7 thousand</p>
<p>Type : Video</p> <p>Caption : no room for environmental damage</p>	<ul style="list-style-type: none"> • Visual : A joint clean-up action between the pandawara group and volunteers from the local community and government agencies, cleaning up rubbish using school uniforms, offices, and so on. • Narration:Clarification that the uploaded video is not intended to insult but a slap for all. Thank you for the volunteers 		<p>23 Mei 2023</p> <p>Like : ±474 thousand</p> <p>Comment : ±11.6 thousand</p> <p>Share : ±5.7 thousand</p>

<p>Type : video</p> <p>Caption : This is the current condition of the worst and dirtiest beach no 1 in Indonesia</p>	<ul style="list-style-type: none"> • Visual: Showing before - after. Beach condition after cleaning. • Narration: appreciation for the co-operation of the community and the government. advice to protect the environment and work together 		<p>12 June 2023</p> <p>Like : ±531 thousand</p> <p>Comment : ±7.4 thousand</p> <p>Share : ±2.5 thousand</p>
<p>Place 2 : Sukaraja beach, bandar lampung</p>			
<p>Content type & Caption</p>	<p>Visuals/Content</p>	<p>Snapshot</p>	<p>Date & engagement</p>
<p>Type : photo</p> <p>Caption : dirtiest no2 in Indonesia</p>	<ul style="list-style-type: none"> • Pandawara Group personnel stood on the beach with a pile of rubbish. Wearing all-black clothes 		<p>8 July 2023</p> <p>Like : ±1.1 million</p> <p>Comment : ±6.2 thousand</p>

<p>Type : Video</p> <p>Caption : residents of Lampung. See you on Monday!</p>	<ul style="list-style-type: none"> • Narration: The condition of the beach is full of rubbish, children with hope, and an invitation to clean up with 1000 volunteers. 		<p>8 July 2023</p> <p>Like : ±1.4 million</p> <p>Comment : ±22 thousand</p> <p>Share : ±32 thousand</p>
<p>Type : photo</p> <p>Caption : It's not just about Lampung, it's about our planet.</p>	<ul style="list-style-type: none"> • The condition of Lampung beach which is full of rubbish 		<p>9 July 2023</p> <p>Like : ±2.4 thousand</p> <p>Comment : ±234 thousand</p>
<p>Type : video</p> <p>Caption : (+-) 3,700 people in total were present at the location according to the police report, is this a record in Indonesia?</p> <p>We love you lampung</p>	<ul style="list-style-type: none"> • Visual: Showing the 3700 volunteers who participated in the clean up. 		<p>10 July 2023</p> <p>Like : ±1 thousand</p> <p>Comment : ±27.2 thousand</p> <p>Share : ±13.6 thousand</p>

<p>Type : video</p> <p>Caption : 300++ tonnes of waste, 3700 people 35% improvement progress (in 1 day) Lampung you guys are amazing see you next month lampung!</p>	<ul style="list-style-type: none"> • Visual: Cutaways showing volunteers involved from various agencies and the community 		<p>11 July 2023</p> <p>Like : ±422 thousand</p> <p>Comment : ±9.9 thousand</p> <p>Share : ±4.2 thousand</p>
<p>Type : video</p> <p>Caption: Please read 'pandawara group sees from the results of yesterday's events we are in Lampung, ...</p>	<ul style="list-style-type: none"> • Visual : pandawara group personnel provide clarification regarding the provocation and education of the origin of the rubbish on Sukaraja beach 		<p>13 July 2023</p> <p>Like : ±178 thousand</p> <p>Comment : ±1.9 thousand</p> <p>Share : ±541</p>
<p>Type : carousel photo</p> <p>Caption : memory in Lampung</p>	<ul style="list-style-type: none"> • Photos of pandawara group personnel during activities in Lampung 		<p>16 July 2023</p> <p>Like : ±294 thousand</p> <p>Comment : ±1.2 thousand</p>

Source: Instagram account @Pandawaragroup

When informing clean-up activities and advocating for volunteers to participate, Pandawaragroup usually uploads 4 - 8 contents with different content. In the first content upload, Pandawaragroup provides a description in the form of a photo or video of the location they will visit without mentioning where it is located, In addition, in their uploads, Pandawaragroup uses a type of content that is satirical in nature, such as pandawaragroup's upload at Labuan Beach where the visual content shows pandawaragroup on holiday and relaxing on a beach full of piles of garbage with the caption 'taking a holiday first' as well as the content they shared

at Sukaraja beach in Bandar Lampung, the visual shows five pandawara group personnel standing on a beach full of piles of garbage, with the caption 'No. 2 dirtiest beach'.

Facilitating

Although the real environmental clean-up action was not fully successful, some followers and people participated in the real action. This success is inseparable from the activism strategy carried out on social media, one of which on Instagram carried out by Pandawaragroup succeeded in mobilising the community to be involved in real environmental clean-up actions, this proves that social media is not only limited to 'clicktivism', but also has the potential to provide space for environmental activists to collaborate and mobilise large numbers of people for real action. Environmental activism in this context refers to a type of social movement activity, such as engaging in fundraising campaigns, signing petitions, and writing letters to policymakers. This includes 'ecological' behaviours that are often considered part of social movement participation (Zhang & Skoric, 2018).

The researcher interviewed six informants who follow the @Pandawaragroup Instagram account and are involved in the environmental clean-up activities mobilised by Pandawaragroup. The informants stated that they became followers of @Pandawaragroup for 4 months to 1 year, after learning about Pandawaragroup accidentally through video reels and content that appeared on their Instagram homepage. According to the informants' statements, they follow Pandawaragroup's activities because they are motivated and inspired by the actions carried out by Pandawaragroup, and as young people, they feel called to care about the environment in their own city. They also invited some friends to participate in the action. In addition, they also gained experience and knowledge related to environmental issues. Various studies have provided strong evidence supporting the relationship between media use and participatory behaviour, and group membership has been shown to significantly impact environmental behaviour (Zhang & Skoric, 2018).

Clicktivism to Real Activism for Environmental Care

Although Pandawaragroup's environmental action was not entirely successful, some followers and the community participated in the real action. Pandawaragroup's success, from clique activism to real activism, was carried out in several stages.

1. Documentation and personal expression. The @Pandawaragroup Instagram account was formed as a platform to spread environmental awareness through documentation of their actions in cleaning up the neighborhood. However, their Instagram account unexpectedly went viral and caught the attention of the public. As their followers grew and their content went viral,

Pandawaragroup utilized the capabilities of their Instagram account to reach a wider audience, and they consistently used more content. Pandawaragroup uses the concept of 'crowd-enabled action,' which can inspire others to do similar activities through their personal expression on social media and Instagram.

2. Media Richness theory and social media ecosystem. Pandawaragroup chose Instagram as its main platform because it suits its visual content, which includes photos, videos, and narratives that effectively attract attention and build awareness among its followers. Media richness theory states that each medium has the ability to convey information effectively.
3. Content Strategy and virality. Pandawaragroup uses various content types, including how-to videos, photos, and video reels, to capture the attention of the audience. Video reels created by Pandawaragroup have consistently been shown to increase engagement from their followers, with the advantage of audio, sound effects, and animation features that can increase interaction. Their content often goes viral, showing that unique and emotional content can spread quickly on Instagram.
4. Timing in content distribution, Pandawaragroup usually uploads activity information one to two days before the activity begins. Content upload time affects engagement, with social media users tending to view posts on weekdays rather than weekends (Aryanti et al., 2022). In line with this, research also shows that only a few topics last long on social media platforms, while most topics fade quickly within 20-40 minutes (Asur et al., 2011 as cited in Priadana & Murdiyanto, 2020).
5. Stages of collective behavior. Pandawaragroup went through several stages of collective behaviour. They initially started from a sense of dissatisfaction with the condition of their neighborhood, which was often flooded due to rubbish. Then, they mobilized personally by starting to clean up the garbage and documenting the action on Instagram social media. The documentation went viral and attracted many people. After that, they escalated by expanding the cleaning area and continuing to upload documentation of their actions on social media, which then received wider attention.
6. Facilitating Collaboration. Instagram has become a platform for Pandawaragroup to collaborate with various parties, including volunteers, the government, companies, local communities, and other stakeholders. Pandawaragroup also chooses places to collaborate with specific geographical locations for more concrete environmental clean-up actions. Narratives that include specific places effectively build interest in environmental issues (Adams, 2013). The content shared by the @Pandawaragroup Instagram account on social media has facilitated and collaborated with audiences from clicktivism to real mobilization action, for example, as evidenced by the

number of volunteers involved in the clean-up action at Sukaraja Beach Bandar Lampung as many as 3700 volunteers.

7. Continuous education. Pandawaragroup's content often describes and explains the condition of the place (before, after), which can be used as a real action. This concept is a form of feedback loop that provides validation to participants and the community to encourage the beauty of keeping the environment clean. This will help build a deeper understanding among the community, especially followers.

CONCLUSION

Pandawara Group's social media activism campaign activities, especially on the Instagram platform, can encourage environmental activism and mobilization of real action, as seen in the clean-up action in several places that successfully invited thousands of volunteers to get involved. This shows that social media has great potential in environmental activism if used with the right communication strategy.

The success of Pandawara Group is done through several stages. In the first stage, the introduction or awareness stage, Pandawara Group succeeded in building personal branding as a group of inspiring young people in environmental activism. They use various types of content, especially video formats, to inspire and move the emotional feelings of netizens so that their content goes viral on social media. Although Pandawara Group's virality has caused controversy, especially regarding the view that they are just content creators pretending to be environmental activists, with quick and accurate conflict management, they have managed to shape positive public opinion.

Their virality, combined with positive personal branding and image, also creates public loyalty and trust, making it easier for them to influence the public, especially their followers, in environmental activism. In their advocacy, Pandawara Group uses satire and hopeful message narratives. The choice of specific locations also affects the audience emotionally, as they feel a strong bond with the place. Interestingly, @Pandawaragroup does not rely on hashtags in its environmental campaigns but still generates large mass movements in environmental action mobilization.

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