**CONTENT ANALYSIS OF SOCIAL MARKETING CONTENT ON**

**#DAURULANG HASHTAG USERS ON INSTAGRAM**

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**Abstract**

The fact that a lot of paper waste has accumulated is the reason for the #Daurulang social marketing movement to tackle this problem. The purpose of this research is to identify and evaluate social marketing content messages to users of the hashtag #Daurulang on Instagram. This research is an exploratory design with a content analysis method. The data collection technique used a purposive sampling technique for 200 social campaign contents on Instagram using the content analysis method. Data were processed by cross-tabulation and descriptive interpretation using Microsoft Excel, IBM SPSS 25.0, and Voyant applications as supporting applications for processing qualitative data. The results of the analysis show that the effectiveness of messages from most of the content is considered interesting, uses standard language to make it easier to understand, includes two necessary pieces of information, raises awareness or sympathy, and is considered to have the potential to change reader behavior. Content readers are expected to be able to choose and read content wisely and apply the good things they get to reduce paper waste production.

Keywords: content analysis, hashtag, paper waste, recycle, social marketing

**ANALISIS ISI KONTEN PEMASARAN SOSIAL PADA PENGGUNA TAGAR**

**#DAURULANG DI INSTAGRAM**

**Abstrak**

Fakta bahwa banyaknya sampah kertas yang menumpuk menjadi alasan Gerakan pemasaran sosial #Daurulang dilakukan untuk menanggulangi permasalahan ini. Tujuan dari penelitian ini adalah untuk mengidentifikasi dan mengevaluasi pesan konten pemasaran sosial pada pengguna tagar #Daurulang di Instagram. Penelitian ini merupakan desain eksploratori dengan metode analisis isi. Teknik pengambilan data menggunakan Teknik purposive sampling sebanyak 200 konten kampanye sosial di Instagram menggunakan metode analisis konten. Data diolah dengan tabulasi silang dan interpretasi deskriptif menggunakan aplikasi Microsoft Excel, IBM SPSS 25.0, dan Voyant sebagai aplikasi pendukung pengolahan data kualitatif. Hasil analisis menunjukkan bahwa keefektifan pesan dari sebagian besar konten dianggap menarik, menggunakan bahasa baku agar lebih mudah dipahami, memasukkan dua informasi yang diperlukan, menimbulkan kesadaran atau simpati, dan dianggap berpotensi mengubah perilaku pembaca. Kepada pembaca konten diharapkan dapat memilih serta membaca konten dengan bijak dan menerapkan hal baik yang didapat untuk mengurangi produksi sampah kertas.

Kata kunci: analisis isi, daur ulang, pemasaran sosial, sampah kertas, tagar

**INTRODUCTION**

Waste is a very serious problem in Indonesia and includes social, economic, and cultural problems (Sani et al., 2020). One type of waste that is often encountered is paper waste. Paper is an indispensable item in human life even in the digital era. The problem of paper waste is a serious problem because it affects the survival of trees in the environment. Based on data from the National Waste Management Information System (2021), it is explained that paper waste is the fourth most of the total waste (11,9%) with a total waste of 23.676 tons. According to Sanchez et al. (2014), paper waste, which is one of the raw materials for the recycling industry, has not been managed optimally. Lack of awareness of the majority of the population and a lot of waste that is disposed of carelessly and not optimally recycled, such as paper waste which pollutes the environment both in terms of beauty and health (Usman et al., 2015). Implementation of the Sustainable Development Goals (SDGs) related to recycling, namely the 12th goal to ensure sustainable- production and consumption patterns, the 13th goal to take rapid action to address change and change, and

the 15th goal to protect, restore, and utilise sustainable use of terrestrial ecosystems, managing forests sustainably, freeing desertification, managing land, and eliminating biodiversity (National Development Planning Agency, 2021). In its implementation, the Indonesian government has targeted the SDGs to be one of the national development plans.

SDGs environmental issues are an exciting point always to be raised because many environmental problems still need to be addressed. The three SDGs are goals related to paper waste. The pattern of consumer behaviour that is expected to reduce paper consumption, starting from when shopping or for daily needs, by replacing all environmentally friendly goods and implementing 3R (Reduce, Reuse, Recycle), which can help create sustainable consumption patterns, keep things in order remain in good condition, reduce land degradation and also manage forests sustainably for development, and reduce the impact of hazards that can cause disasters (Puspitawati & Rahdriawan, 2012). According to Rudianto (2021), lifestyle can affect a person's behaviour and ultimately determine one's consumption choices. The lifestyle that people can do to reduce paper waste is to use paper on both sides, recycle paper, and store paper properly. This green lifestyle refers to people's awareness to keep the environment in their daily life. Currently, many communities are already active in their actions to teach the principles of a green lifestyle by conducting campaigns.

Communication campaigns are important for businesses and organizations because they can gain public support and trust (Venus, 2018). Social marketing is a solution to fix problems based on their understanding of the causes of these social problems (Wymer, 2011). Based on previous studies that have focused on social campaigns through social media, including Priliantini et al. (2020) who concluded that there is a relationship and influence of social campaigns on Instagram on environmentally friendly behavior, and Syafrikurniasari and Widiani's (2020) research which examined the effectiveness of campaign messages on Instagram that affected changes in followers' attitudes. In the research of Khoziyah and Lubis (2021), social marketing through social media which is carried out by providing quality information can influence consumer decision behavior. The use of social media is considered very effective and efficient because the access provided by social media is quite easy and is not limited by time, alias can be accessed at any time (Cahyono, 2016).

At this time, there have been a lot of posts about social marketing on social media so that it can make it easier for someone to find various information (Ulfa & Fatchiya, 2018). One of the social media that is currently widely used by the public is Instagram. According to research by Simanjuntak et al. (2022) Instagram, social media is effective in changing user attitudes and behavior. The content contains changes not only individual behavior but also at the group level, even on an increasingly global scale (Dewi, 2019). Instagram users are mostly young people. Instagram is in great demand by users with an age range of 18-24 years (Purnamasari & Agustin, 2019). According to Elistiana's research (2018), it is concluded that in children aged 18-24 years, the environment affects their behavior and identity of children.

Based on this background, the researchers are interested in seeing social marketing content along with the message content used in the #Daurulang hashtag that is consumed by the public regarding paper waste that is spread through Instagram social media. The researcher focuses on the form of content, characteristics of content, characteristics of messages, and evaluation of message content in social marketing. By doing content analysis, it will make it easier for recipients of information to choose the most efficient and appropriate form of message, completeness, and the source it refers to. This research is expected to provide good feedback for content creators and content readers. According to Nur (2021), whatever media the informant uses, the most important thing is that the message conveyed is correct and can be well received by the recipient of the information.

Specifically, this study aims to (1) identify message form, content characteristics, and message content characteristics on social marketing content of hashtag users #Daurulang on Instagram social media (2) evaluate social marketing content messages on hashtag users #Daurulang on Instagram social media.

**METHODS**

The research design used is an exploratory design which refers to the provision of a pattern or concept in a study and does not require a hypothesis. According to Mudjiyanto (2018), this research design has the aim of deepening knowledge and finding new ideas, explaining social phenomena without testing hypotheses. The technique used in this research is the content analysis technique. The content analysis examines phenomena based on documents and draws conclusions. According to Krippendorf (2018), content analysis can be defined as a research technique to make replicable and valid conclusions from the text (or other meaningful material) to the context of its use. This research was conducted starting with preparation, data collection, data coding, data processing, data analysis, and report writing starting from February 2022 until June 2022.

The population in this study was 108.324 posts on Instagram social media using the hashtag #Daurulang which varied in form and message objectives. Using the purposive sampling technique, a sampling of 200 favorite or “top” uploads in the form of images and videos on #Daurulang. Top content on Instagram shows that the content is widely accessed by Instagram users rather than recent posts (Gow et al., 2022). The form of content taken is in the form of images which will be grouped by shape, namely posters, slogans, and comics. As for video content, which will be grouped by shape, namely. The sampling process for the primary data of this study.

This study observes four variables: the form of content used, the characteristics of the content, the features of the message content, and the evaluation of the social marketing content of #Daurulang. The first variable is the form of a tutorial, news, and blog content studied by grouping the types of social marketing content uploaded on Instagram, then it will be used as a sample in the form of uploads with image and video formats and grouped into posters images, slogan images, comic images, tutorial videos, news videos, and video blogs. In previous content analysis research was conducted on Instagram with the topic quarantine19 which classifies Instagram posts that contain videos, photos, or text (Lucibello et al., 2021). The second variable is the characteristics of the content, which is an internal and external elements of the content. In terms of content characteristics, this refers to content analysis research by Rumata (2017) and Pratiwi et al. (2021) with several modifications made and adjusted to the media used, namely analyzing the status of account ownership, number of followers, date of publication, number of likes, number of comments, number of views for the video, and the hashtags listed on the content. The third variable is the characteristics of the message content, the variables studied include image analysis, titles, warnings, appeals, and solutions. The message characteristics refer to research by Sari et al. (2021) with several modifications made and adjusted to the messages used, namely warnings, appeals, and solutions. Then the last variable is the effectiveness of the social campaign content of #Daurulang which researchers assess without adding a panelist. The component effectiveness of the content refers to the research by Durianto et al. (2003) which includes aspects of attention understanding, cognitive, affective, and behavior.

Collect data by searching for uploaded content using #Daurulang on Instagram; the content is grouped based on its shape, then the required characteristics are analyzed. All data that has been collected will be tested for frequency, and cross-tabulation and analyzed and interpreted descriptively using the Microsoft Excel 2010 application, Statistical Package for Social Science (SPSS) 25.0, and the Voyant Tools website which is used to help measure qualitative data such as account names and hashtags. The qualitative process basically consists of data reduction, data presentation, drawing conclusions, and testing, all of which are interrelated during and after data collection (Simarmata & Sari, 2018).

**RESULTS**

**Message Form**

The analyzed messages consist of images and videos. Based on data from all uploads that have been analyzed, it can be seen in Table 1. that the percentage of message forms that are most often found in social marketing uploads that use the hashtag #Daurulang with a focus on paper waste are in the form of picture messages (84,5%) and followed by forms messages in the form of videos (15,5%).

Table 1 Distribution of social marketing uploads by message form

| **Massage Form** | **Amount (n)** | **Persentage (%)** |
| --- | --- | --- |
| Picture |  | 84,5 |
| Posters | 136 | 68,0 |
| Comics | 4 | 2,0 |
| Slogans | 29 | 14,5 |
| Video |  | 15,5 |
| News Videos | 12 | 6,0 |
| Video Tutorials | 14 | 7,0 |
| Video Blogs | 5 | 2,5 |
| Total | 200 | 100,0 |

After making observations, it was found that in the form of picture messages, there are three types of posts: posters, comics, and slogans. The form of picture messages chosen to carry out recycling social marketing focusing on paper waste is dominated by posters with more than two-thirds (68,0%) content and then slogan messages with 14,5 percent. There are three types of video messages: news videos, video tutorials, and video blogs. The form of video messages chosen to carry out social marketing of recycling with a focus on paper waste is dominated by video tutorials in recycling messages (7,0%).

**Content Characteristics**

The characteristics of the content analyzed in the #Daurulang social marketing content include account ownership status, number of followers, publication time, number of likes, number of comments, number of hashtags, and contact person.

The ownership nature of accounts that carry out #Daurulag social marketing activities is the majority (58,0%) by company accounts. Twenty-eight different accounts have uploaded #Daurulang social marketing content on Instagram. The most content uploaders include the @kamibox.id company account, with 13 contents uploaded. The account is a company engaged in collecting and managing recycled waste, especially used cardboard and paper.

The time of publication is categorized by year, namely 2022, 20201, 2020, and 2019-2016 to determine the time of periodic uploads. It is made simple by categorizing by year. The analysis results show that social marketing uploads on Instagram with the hashtag #Daurulang, the majority (51,0%) are in 2021 with 102 contents, and the second place (20,0%) is in the range of 2022. The third place (18,0%) is in the range of 2020, and the last order (11,0%) is the latest upload in 2016-2019.

In this research, the number of likes is divided into four categories. Based on the data that has been analyzed, the majority of social marketing content with the hashtag #Daurulang which focuses on paper waste on Instagram (26,0%), gets likes in the range of 21-60 likes, which is 52 contents, followed by social marketing content with a range of fewer than 20 likes. (25,5%), then content with more than 200 likes (24,5%), and marketing content with a range of 61-200 likes (24,0%). Based on the results of the cross-tabulation test, it was found that more than two-thirds (68,0%) of the content were posters, and the majority had less than 20 likes.

A number of comments was divided into three categories. From the available data, it can be seen that some of the social marketing content (53,5%) did not get any comments, as much as 107. A third of the marketing content (38,0%) had less or equal to ten comments, and finally, there was little content (8,5%) which had more than ten comments. The cross-tabulation test results between the number of likes and the number of comments show that as many as 49 accounts (24,5%) have likes >200. Furthermore, if you look at the number of comments, the account with the number of likes > 200 has the most comments > 10. If they are linked, the more likes, the more comments they will get.

The number of followers in this study was divided into four categories. The results of the analysis of accounts that upload social marketing content with the hashtag #Daurulang with a focus on paper waste are dominated (28.5%) with accounts that have several followers from 1.001-6.000 as many as 57 content, followed by the accounts with the least (20,5%) with a range of followers. Ranges from less than equal to 1000 followers. The cross-tabulation test between the number of followers and the number of likes shows that the majority of Instagram accounts with followers in the range of 1.001-6.000 followers (28,5%) have a maximum number of likes of less than 20 likes. Based on the cross-tabulation test results between the number of followers and the number of comments show that as many as 48 accounts (24,0%) have followers > 16.000. Furthermore, if you look at the number of comments, the account with a number of followers >16.000 has the most comments >10. If it is connected, the more the number of followers, the more comments you will get.

The use of hashtags is divided into three categories. Based on the data obtained, it can be seen that the majority of hashtags (38,0%) are under ten. There are as many as 1480 different hashtags from all the analyzed content. More than half of the content (67,4%) included the hashtag #Daurulang in 200 contents, followed by more than a quarter of the content (26,2%) using the hashtag #Daurulangkertas in 78 contents. As many as 48 (16,1%) included the hashtag #recycle.

The inclusion of contact persons is divided into two categories, namely present or absent. Based on the data that has been obtained, it can be seen that for the inclusion of a contact person, most of the content (95,0%) does not contain a contact person in it, and only a small amount of content (5,0%) includes a contact person.

**Message Characteristics**

The characteristics of the messages analyzed in the #Daurulang social marketing content include the use of background colors, the use of images, the use of titles, the use of warnings sentences, the use of appeals, and the use of solution sentences.

The use of background color in this study is divided into two categories, namely colored and monochrome. The analysis of the use of color shows that more than half of the content (62,0%) is in the color category and one-third of the content (38,0%) is in monochrome. Based on the results of further analysis, in the colored category, nine colors are used for the background color, with the majority of colors used being blue and green. Then in the monochrome category, three colors are used for the background, with most of the colors used being white.

The use of titles in social marketing is divided into two categories: yes or no. The results of the analysis on the use of titles showed that most of the content (88,5%) contained titles, and only a few (11,5%) did not use titles. Furthermore, the titles were collected, then grouped into five categories according to titles with similar meanings, obtained 80 contents using the title direct invitation to recycle, 47 content using titles containing information about the paper, 38 content specific titles in the form of tips, nine content titles calling for waste sorting, and four content titles commemorating national holidays.

Table 2 Distribution of social marketing content based on message content (warnings, appeals, and solutions)

|  |  |  |
| --- | --- | --- |
| **Category** | **Amount**  **(n)** | **Persentage (%)** |
| Warning |  |  |
| No warning | 121 | 60,5 |
| Warning in the form of urgency | 43 | 21,5 |
| Warning in the form of an unconscious habit | 17 | 8,5 |
| Warning to recycle paper | 11 | 5,5 |
| Warning for sorting garbage | 8 | 4,0 |
| Appeal |  |  |
| There are no appeals | 84 | 42,0 |
| Appeals for recycling | 59 | 29,5 |
| An appeal to protect the earth | 38 | 19,0 |
| Appeal for sorting waste | 19 | 9,5 |
| Solution |  |  |
| Solution: Recycle | 71 | 35,5 |
| There is no solution | 68 | 34,0 |
| Solution: Save energy | 28 | 14,0 |
| Solution: Save paper | 20 | 10,0 |
| Solution: Sorting trash | 13 | 6,5 |

The warning is advice or warning addressed to someone to catch the urgency. All messages that refer to the form of a warning sentence are combined so that as much as (39,5%) of content is obtained with a warning message in it. Then from the 79 contents of the warning messages, they are grouped again based on the content of the warnings delivered. In Table 2. it is explained that the frequency analysis results found 43 contents with warning content in the form of the urgency of the current condition, for example, " There are 5,7 million tons of waste every year, or the equivalent of 6 city cars ".

An appeal is an invitation sentence that must be included in a social marketing activity. All messages that refer to the form of appeal sentences are combined so that as much as (58,0%) of content is obtained that has message content in the form of an appeal. After 116 content containing appeals were analyzed and grouped according to similar results, we found 59 content using appeals for recycling, for example, "Let's try recycling by making Koinobori from used tissue rolls ".

Solutions are ways to solve problems. All messages that refer to the unified solution sentence found that most of the content (66,0%) includes a solution sentence. After grouping the similar solution sentences, it was found that 71 contents of the solution sentences was recycled. For example, "We can still recycle paper waste such as magazines or newspapers into new products like these earrings."

**Content Message Evaluation**

This variable was studied independently by researchers regarding several factors, namely the ability to attract attention (attention), the ability of the message to be read more carefully (readthroughness), the factor of whether or not the message is understood (cognitive), the ability to arouse feelings (affections), and the ability to influence behavior (behavior).

The attention aspect indicates whether a message can attract the reader's attention or not. This study divides the attention aspect into two categories: interesting and unattractive. Most of the content (80,0%) is considered interesting.

Table 3 Distribution of social marketing uploads based on message evaluation aspects

|  |  |  |
| --- | --- | --- |
| **Message Evaluation Aspect** | **Amount (n)** | **Persentage (%)** |
| Attention |  |  |
| Interesting | 160 | 80,0 |
| Not Interesting | 40 | 20,0 |
| Readthroughness |  |  |
| Standard language style | 143 | 71,5 |
| Non-standard language style | 17 | 8,5 |
| Mixed language style | 40 | 20,0 |
| Cognitive |  |  |
| Complete | 27 | 13,5 |
| Warnings and Appeals | 10 | 5,0 |
| Warnings and Solutions | 3 | 1,5 |
| Appeals and Solutions | 60 | 30,0 |
| Warning | 39 | 19,5 |
| Appeal | 18 | 9,0 |
| Solution | 43 | 21,5 |
| Affective |  |  |
| Generate awareness/sympathy | 184 | 92,0 |
| Causes feelings of fear/worry | 14 | 7,0 |
| Gives a sense of humor | 2 | 1,0 |
| Behavior |  |  |
| Behavior-changing potential | 115 | 57,5 |
| No behavior-changing potential | 85 | 42,5 |

The readthroughness aspect indicates that a message can be read further and carefully, in this case, assessed in terms of language use. Based on the analysis results, it was found that more than half (71,5%) of the total social campaign content on #Daurulang used standard language. Then, one-fifth of content (20,0%) uses mixed language, which uses standard, non-standard language, or uses more than one language, and a little content (8,0%) which uses non-standard language tends to use colloquial language or a foreign language as a whole.

The cognitive aspect indicates what aspects of knowledge have been included in the content. Based on all the information that has been analyzed, it is known that most of the content (36,5%) includes the two required pieces of information. Meanwhile, (13,5%) is the content of the cognitive aspect of the complete content or includes the three required information.

The affective aspect is an indicator to assess the affective aspect or what feelings arise when the reader reads the content. The available data shows that most of the content (92,0%) evokes a sense of awareness or sympathy.

The behavior aspect is an indicator to assess recycled social marketing content uploaded on Instagram, which is considered to have the potential to change behavior as expected or not. From the available data, it can be seen that the comparison is very small. More than half of the content (57,5%) is considered to have the potential to change behavior.

Then Table 4. examines the relationship between message evaluation and characteristics. Based on the results of the cross-tabulation test, it is known that the most interesting content has a colored background, images, and a title.

Table 4 The test results of the relationship evaluation of attention messages and message characteristics (background color, image layout, and title)

| **Attention** | **Background color** | | **Image layout** | | **Tittle** | | **Total** | **%** |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Colored** | **Monochrome** | **Image** | **No image** | **Tittle** | **No tittle** |
| Interesting | 114 | 46 | 159 | 1 | 149 | 11 | 160 | 80,0 |
| Not interesting | 10 | 30 | 35 | 5 | 28 | 12 | 40 | 20,0 |
| Total | 124 | 76 | 194 | 6 | 177 | 23 | 200 | 100,0 |

**DISCUSSION**

Table 4 The test results of the relationship evaluation of attention messages and message characteristics (background color, image layout, and title) (continue)

The population of recycled content is all posts that use the #Daurulang hashtag, the results of analysis on social marketing activities carried out on Instagram show that a sample is taken, namely 200 posts out of the total that use the #Daurulang hashtag. The comparison between the population and the distant sample is caused by the #Daurulang hashtag which is not only used for social marketing activities, but also used for commercial marketing of companies that market their products using eco-friendly or recyclable claims. Not only that, the hashtag #Daurulang is mostly used for social marketing apart from paper waste, namely plastic waste.

The content samples taken are in the form of image and video content so that the form of messages can be grouped into posters, comics, slogans, video tutorials, news videos, and video blogs. Based on the results of the analysis of the samples that have been collected, it shows that the messages with the most messages found are poster picture messages than other forms of messages. Making it easy and can contain a lot of information makes posters often used as a medium for disseminating information. According to Ramdan and Sutjipto (2020), posters are an effective medium to raise awareness due to messages that are easy to understand, presenting images that attract attention, and using other words that are not meaningful or ambiguous. In addition, the poster display makes it easy to present ideas to be more practical. In the research, Sumartono and Astuti (2018) found that posters have an attractive appearance, are colorful, and the content of the message is useful for readers, so it is effectively used as a medium of communication.

The characteristics of the content are analyzed to find out the external characteristics related to the content. According to Ridwan (2005), social marketing is closely related to activities such as community development programs, government, state social institutions or private non-profit organizations, both at limited (local) and national levels. Social marketing can also be carried out by social groups in society, and the topics marketed vary such as environmental movements, democracy issues, economic issues, and human rights protection by directing this social marketing to groups or individuals called targets. According to Nurmawati (2018), in general, social marketing is formed by social communities in society. In this study, the Instagram accounts that do the most social marketing regarding recycling with a focus on paper waste are company-owned accounts with the majority of the number of followers they have, namely 1.001-6.000 followers. Then for recycled content with a focus on paper waste the most found in uploads in 2021 with specific months, namely January 2021 and June 2021. Then only a few Instagram accounts include contact persons in their content.

The like function on Instagram can be applied to all content uploaded to social media. These likes indicate if there are people who see the content and then appreciate what has been uploaded by pressing the "love" shaped button. In this study, the majority of content received a number of likes with a range of 21–60 likes. These results are in accordance with the theory of consumer attitudes (Sumarwan 2017) which states that consumer confidence in an attribute describes consumer perceptions and the trust of each consumer is different. Then there is the comment function on Instagram which is used as a forum to discuss or provide suggestions about content uploaded to social media. However, not all content receives comments on uploads. In general, content is no more than 10 comments. The comments given by content connoisseurs are very diverse and this is in line with the theory of consumer decision-making stated by Sumarwan (2011), that decisions made depend on differences in one's management of information, perceptions, and knowledge.

A cross-tabulation test was carried out between the number of likes and the number of comments. The result is that the more likes, the more comments. Liking and commenting on brand posts reflects the popularity of the posts (Vries et al., 2012). However, based on the research results of Amriel and Ariescy (2018) it is explained that Instagram users give likes because they like the content without intending to comment on the content. Then a cross-tabulation test was also carried out between the number of followers and the number of comments and a cross-tabulation test between the number of followers and the number of likes. The result is that the higher the number of followers, the higher the number of likes and the number of comments. This is in line with research conducted by Bakhshi et al. (2014), that the more followers you have, the wider the reach for spreading content, so that more content will receive likes and comments. In addition, a cross-tabulation test was also carried out on the form of the message with the number of likes and it resulted that the message form of the poster had the highest number of likes. Posters are widely preferred because they look attractive, contain complete information but are concise and clear, and are easy to understand. According to Luarn et al. (2015), the type of content has a significant influence on social media user engagement, such as giving likes and comments.

Hashtags on Instagram have the purpose of classification, content labeling, brand promotion, and discussion purposes. The use of hashtags on social media simplifies searching for posts, searching for locations, marketing products, expanding audience reach, and getting more followers and likes (Mustofa 2019). The use of hashtags in this study did not differ much, after being analyzed there were 1.480 different hashtags used. The most used similar hashtag is #Daurulang which is the focus of this research. Then #Daurulangkertas which is in accordance with the topic of this research, namely paper waste, and #Recycle, which is a foreign form of recycling which is the focus of this research.

Message characteristics are an analysis carried out on the content of the message contained in the content. The background color often used by content creators is colored rather than monochrome. There are 13 different colors used in the content of this study, namely white, blue, green, gray, black, pink, brown, beige, orange, red, purple, and yellow. The colors most often used in content with the hashtag #Daurulang with a focus on waste paper are white and blue. An important aspect of the appearance of social media is the use of color because if too many colors are used it will not attract the attention of users and if the colors used are too light or dark it will not attract the attention of users (Adhanisa & Fatchiya 2017). The use of images in content can attract the attention of social media users. However, in this study, there were six contents that did not have images and only text. There were 123 different use of images in each content. The most widely used images are paper drawings, where paper is the object that is most often used in large quantities. Then used illustrations of humans, trees, piles of paper waste, and trash cans. The use of titles in content is known to be a description of the contents of the content and can attract the attention of social media users. In this study, the most dominant use of titles in content is the title of a direct invitation to recycle, for example, such as "Discarded, it's better to reuse it!". According to Izatt and Dadiz (2015), the content, use of appropriate graphics, text layout, and balanced graphics will produce interesting content for discussion forums or provide new information, knowledge, and ideas.

In the cognitive aspect or information contained in the content, there are three types, namely warnings, appeals, and solutions. A warning is a form of message that contains an idea that is intended to be given to someone to emphasize urgency. According to Sari et al. (2021) warning messages or criticisms are carried out indirectly to the destination so as not to cause understanding or discomfort. In general, the warning sentences used in this social marketing content are in the form of warnings in the form of urgency and warnings in the form of unconscious habits, for example, such as “Dengan membaca dan menulis, kita ikut serta menyumbang sampah kertas yang sudah mencapai sekitar 6,4 juta ton” or "By reading and writing, we participate in donating paper waste which has reached around 6.4 million tons". Then next, appeal information that contains a call to action that is used in social marketing. Based on Pirera's research (2019), the message of appeal given to the target has a fairly good impact and increases awareness within the target. The most widely used appeal messages in this social marketing content are invitation messages to recycle and messages to protect the earth, such as “Yuk cintai bumi kita dengan mengurangi sampah!” or "Let's love our earth by reducing waste!". Then the next solution is information containing a message about how to solve the problem. According to Husein et al. (2022), solutions are often interpreted as ways to solve existing problems and are practical, tactical, and strategic. The message of the solution that is widely used in social marketing is related to solutions for recycling, for example, “Sampah kertas seperti majalah atau koran masih bisa kita daur ulang menjadi produk-produk baru seperti anting ini.” or "We can still recycle paper waste such as magazines or newspapers into new products like these earrings."

After analyzing all content samples, descriptive analysis on the attention aspect shows that content tends to be dominated by interesting content rather than unattractive content. The relationship test was conducted between attention and message characteristics (background color, image, and title). Based on the results of the analysis, it can be interpreted that content is said to be interesting if the content uses images that are in accordance with related topics, namely recycling with a focus on paper waste, so the images used must be related to paper waste that can attract readers' interest. Then bright colors can be used to add interest in displaying content. Also, using a unique and useful title can influence engaging content. On the other hand, what makes content unattractive is that the colors used are unobtrusive, the text is clunky or blurry, the images don't match, and the content is just text about it. According to Prajarini and Sayogo (2021), in Instagram content, the application of photos, illustrations, images, text, and video materials can make content attractive to consumers. In addition, the results of the analysis in this study are in line with the theory of consumer perception on stimulus factors which states that the use of color attracts a lot of attention compared to black-and-white stimuli and the use of inappropriate colors, as well as the use of large text as appropriate and dominant titles and images in content such as cartoons also affects attention (Sumarwan 2011).

In the evaluation of understanding (read troughness) related to the ability of advertising messages, it can be read further and carefully, in this case, the use of the language used. The majority of social marketing content analyzed already uses standard language that is balanced with the Big Indonesian Dictionary (KBBI) because social marketing content for recycling with a focus on paper waste is usually created by companies and government agencies, so the delivery of messages must also be strong and attractive. This is supported by Putera's research (2019), that in the design of social campaigns it is better to apply standard, good Indonesian, and generally used by all circles because it can be read, easily absorbed, and understood. The mixed language used in the content is to use standard Indonesian or not and some words or sentences with English in the content and to use non-standard language are usually used in everyday language so that the choice of words used is more familiar and easier to understand. According to Pramesti and Martutik (2020), the use of foreign languages ​​is considered less effective due to its sometimes inappropriate application so that readers do not understand. Therefore, you can use an equivalent language that is in accordance with Indonesian in order to facilitate the delivery of information.

In cognitive assessment, content tends to contain some of the necessary information, most of which contains two pieces of information, namely advice, and solutions. This relates to invitations and solutions that are directly stated in the content. This analysis is in line with the theory of perception at the understanding stage of Sumarwan (2011), which states that consumers tend to group stimuli, so they perceive all as one unit. In this case, all information can be linked between warnings, appeals, and solutions, so that it is easier to understand if all three are included. Then for some content that contains incomplete information, it can be interpreted that this is in line with the principle of closure which states that consumers try to fully understand an object, even if some of it is missing or incomplete, and this principle is commonly used by advertisers.

In evaluating the affective aspect, the content tends to cause a sense of awareness and sympathy. This affects the reader's feelings that raise awareness or sympathy because there is information related to the urgency of the environment or paper waste and also related to tips messages that can provide new knowledge or knowledge to readers. This analysis is in line with the results of research conducted by Priliantini et al. (2020), increasing knowledge and insight into the urgency of the environment also increases feelings of awareness and guilt towards the environment. Then for messages that can cause fear or worry because of content that contains messages that convey the urgency of the condition of waste that is dangerous for the environment, a lot of energy is drained and the use of trees is a lot due to paper making, as well as the use of scary images such as a bare forest. Meanwhile, messages that can bring out the reader's sense of humor from the content are messages that contain invitations or tips that adapt to the situation that is being discussed so that they are packaged in a funny or unique way so that they make the reader laugh.

Furthermore, assessing aspects of behavior by forming content that has the potential to change reader behavior can form direct solution information, sufficient information, written urgency to empathize with people, as well as appropriate and attractive images. This is in line with the cognitive learning theory from Firmansyah (2018), which states that consumers have the ability to process information, so marketers need to provide complete, precise, clear, and quality information that is important for consumer learning so that consumers can make decisions. Content that doesn't change reader behavior may lack content solutions, lack needed information, lack written urgency, or provide solutions that can't be followed immediately or are needed.

This research still has limitations. Research that uses content analysis techniques is so diverse that it is difficult to find literacy for content analysis because the aspects of the media studied are different, especially for content analysis related to grouping data from social media. Plastic waste and environmental problems dominate the hashtags used. In this study, the researcher could only see the written message but could not see the intent of creating marketing content for recycling paper waste. There is very little literature on social marketing or campaigns about paper, so the search for information on paper waste campaigns is very limited.

**CONCLUSIONS AND SUGGESTIONS**

Based on the results of the analysis of all samples obtained, it is known that the form of social marketing for the hashtag #Daurulang with a focus on paper waste mostly uses posters, then slogans, and video tutorials. The most frequently found form of content is in the form of posters and the majority of social marketers with the #Daurulang hashtag are company account owners. With this, many companies have started to care and be aware of the dangers of paper waste resulting from the post-production process. Based on the findings, the majority of the information contained in the content is two pieces of information, namely information on appeals and solutions. Seeing this, it can be seen that social marketers already understand and know what steps must be taken to overcome the problem of paper waste. In the evaluation of the content messages that have been carried out, it was found that in the aspect of attention the majority of the content is considered attractive because it has a colored background, has the right image, and uses a unique title. In the read-throughness aspect, the majority of the language used is the standard Indonesian language which can be understood by all groups. In the cognitive aspect, the information included is two to three types of information to provide knowledge or new knowledge to the reader. This is in line with the theory of perception at the understanding stage which states that consumers tend to group stimuli, so they perceive all as one unit. Then for the affective aspect, it results that of all social marketing content, the majority of the content evokes a sense of awareness and sympathy in the reader. And finally, the resulting behavioral aspect is dominated by content that is considered to have the potential to change the behavior of readers according to the wishes of social marketers.

As the times progress, it will be easier to access information from all platforms. The public is expected to be able to choose and read content wisely and apply it in life to reduce paper waste production. It is hoped that more Instagram accounts from government agencies, especially the central government, will participate in creating creative and effective social marketing content related to recycling that focuses on paper waste, so as to provide guidance and oversight of information shared via social media and provide sufficient information to the public because this has been regulated in the Regulation of the Minister for Empowerment of State Apparatuses and Bureaucratic Reform Number 83 of 2012 concerning Utilization of Social Media in Government Institutions which states that public relations in the Government must convey and receive true, correct and accurate public information, and implement openness public information in accordance with statutory provisions. Suggestions for future researchers are that it is hoped that other researchers can examine changes and developments in recycling issues that focus on paper waste, analyze recycled content on paper waste on other platforms, and can utilize this content analysis research as data to conduct research related to adjusting goals of the desired research.

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