ABSTRAK

Permasalahan sampah plastik kian marak lantaran dipicu oleh perubahan sikap masyarakat. Berbagai dampak negatif lain pun mulai bermunculan sehingga turut pula diperlukan peningkatan kesadaran masyarakat dalam mengatasi permasalahan tersebut salah satunya melalui kampanye *"Bali's Biggest Clean Up 2023"* secara online melalui akun Instagram *@byebyeplasticbags*. Penelitian ini bertujuan untuk mengetahui pengaruh pesan kampanye *"Bali's Biggest Clean Up 2023"* di Instagram *@byebyeplasticbags* terhadap perubahan sikap pengikutnya dalam mengurangi penggunaan kantong plastik. Metode yang digunakan adalah kuantitatif korelasional dengan teknik pengumpulan data menggunakan kuesioner, observasi, dan studi pustaka. Penelitian dilakukan pada pengikut akun Instagram @byebyeplasticbags yaitu sebanyak 58.900 orang. Penelitian ini menggunakan teknik sampling yaitu *purposive sampling* yang menghasilkan 100 sampel. Penelitian ini menggunakan Teori Integrasi Informasi oleh Martin Fishbein untuk mengkaji bagaimana sebuah pemrosesan pesan dapat mempengaruhi sikap seseorang. Hasil penelitian menunjukkan jika pesan kampanye *"Bali's Biggest Clean Up 2023"* memiliki pengaruh yang signifikan terhadap perubahan sikap dengan nilai signifikansi 0,000 yang berarti di bawah angka nilai <0,05 dengan nilai koefisien korelasi 0,668 yang menunjukkan hubungan antar variabel yang kuat. Secara parsial, besaran pengaruh pesan kampanye *"Bali's Biggest Clean Up 2023"* di Instagram bagi pengikutnya dalam mengurangi penggunaan kantong plastik yaitu sebesar 44.6% dan 55.4% sisanya dipengaruhi oleh faktor lain. Hal ini membuktikan jika Hipotesis H_a diterima yaitu terdapat pengaruh antara pesan kampanye *"Bali's Biggest Clean Up 2023"* di Instagram *@byebyeplasticbags* terhadap perubahan sikap pengikutnya dalam mengurangi penggunaan kantong plastik.

Kata Kunci: Pemrosesan Pesan Kampanye, Perubahan Sikap *Followers*, Teori Intergrasi Informasi, Pengaruh

ABSTRACT

The problem of plastic waste is increasingly widespread because it is triggered by changes in people's attitudes. Various other negative impacts have also begun to emerge, so it is also necessary to increase public awareness in overcoming these problems, one of which is through the online "Bali's Biggest Clean Up 2023" campaign through the Instagram account @byebyeplasticbags. This study aims to determine the effect of the campaign message "Bali's Biggest Clean Up 2023" on Instagram @byebyeplasticbags on changes in the attitude of its followers in reducing the use of plastic bags. The method used is quantitative correlation with data collection techniques using questionnaires, observation, and literature study. The research was conducted on followers of the Instagram account @byebyeplasticbags, namely 58,900 people. This study used a sampling technique, namely purposive sampling, which produced 100 samples. This research uses Information Integration Theory by Martin Fishbein to examine how a message processing can affect a person's attitude. The results of the study show that the campaign message "Bali's Biggest Clean Up 2023" has a significant influence on changes in attitude with a significance value of 0.000, which means that the value is <0.05 with a correlation coefficient of 0,668 which indicates a strong relationship between variables. Partially, the influence of the "Bali's Biggest Clean Up 2023" campaign message on Instagram for its followers in reducing the use of plastic bags is 44.6% and the remaining 55.4% is influenced by other factors. This proves that if the Ha Hypothesis is accepted, there is an influence between the campaign message "Bali's Biggest Clean Up 2023" on Instagram @byebyeplasticbags on changes in the attitude of its followers in reducing the use of plastic bags.

Keywords: Processing of Campaign Messages, Changes in Followers' Attitudes, Information Integration Theory, Influence