

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh terpaan konten daur ulang terhadap donasi pakaian oleh *followers* Instagram @sejauhmatamemandang. Permasalahan dalam penelitian ini muncul dari meningkatnya limbah tekstil serta pentingnya peran media sosial dalam menyampaikan pesan keberlanjutan yang dapat mendorong perilaku donasi. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei terhadap 100 responden yang merupakan pengikut akun tersebut, dengan teknik *purposive sampling*. Variabel terpaan konten daur ulang diukur melalui indikator *informativeness*, *relevance*, *attractiveness*, dan *interaction value*, sedangkan keputusan berdonasi diukur melalui tahapan *problem recognition*, *information search*, *evaluation of alternatives*, dan *donation decision*. Analisis data menggunakan regresi linear sederhana. Hasil penelitian menunjukkan bahwa terdapat pengaruh positif dan signifikan antara terpaan konten daur ulang terhadap keputusan berdonasi pakaian. Hal ini dibuktikan melalui nilai Pearson Correlation sebesar 0,564 dengan tingkat signifikansi $<0,001$, yang menunjukkan hubungan searah antara kedua variabel. Hasil uji koefisien determinasi menunjukkan nilai R Square sebesar 0,318, yang berarti terpaan konten daur ulang memberikan pengaruh sebesar 31,8% terhadap keputusan berdonasi, sedangkan 68,2% dipengaruhi faktor lain di luar penelitian. Hasil uji t menunjukkan nilai t hitung sebesar 6,764 dengan signifikansi $<0,001$, sehingga hipotesis alternatif diterima. Dengan demikian, semakin baik kualitas konten daur ulang yang disampaikan, maka semakin tinggi kecenderungan audiens untuk mengambil keputusan berdonasi pakaian.

Kata kunci: konten daur ulang, media sosial, keputusan berdonasi, Elaboration Likelihood Model, *sustainable fashion*

ABSTRACT

This study aims to determine the influence of recycled content on the Instagram account @sejauhmatamemandang on clothing donation decisions. The problem in this study arises from the increasing textile waste as well as the important role of social media in conveying sustainability messages that can encourage donation behavior. This study uses a quantitative approach with a survey method on 100 respondents who are followers of the account, using purposive sampling technique. The recycled content variable is measured through indicators of informativeness, relevance, attractiveness, and interaction value, while the donation decision is measured through the stages of problem recognition, information search, evaluation of alternatives, and donation decision. Data analysis uses simple linear regression. The research results show that there is a positive and significant effect of recycled content on the decision to donate clothes. This is proven by a Pearson Correlation value of 0.564 with a significance level of <0.001 , indicating a moderate and positive relationship between the two variables. The determination coefficient test results show an R Square value of 0.318, which means recycled content has an effect of 31.8% on the donation decision, while 68.2% is influenced by other factors outside the study. The t-test results show a t-value of 6.764 with significance <0.001 , so the alternative hypothesis is accepted. Thus, the better the quality of recycled content presented, the higher the tendency of the audience to make a decision to donate clothes.

Keywords: recycled content, social media, donation decisions, Elaboration Likelihood Model, sustainable fashion

