

USING INSTAGRAM FOR SOCIAL MARKETING COMMUNICATIONS REGARDING THE ENVIRONMENT

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ABSTRACT

The Instagram account @hutanituid is dedicated to advocating for forest conservation and climate change issues through the hashtag #MauHidupLebihLama (#WantToLiveLonger). This study aims to elucidate the social marketing communication strategies employed by @hutanituid using this hashtag. Adopting a qualitative approach within an interpretive paradigm, the research employs virtual ethnography as its methodological framework. Data collection techniques include virtual observation and in-depth interviews, while data analysis follows Cresswell's six-step technique. The findings reveal that the social marketing communication efforts by Hutan Itu Indonesia via the @hutanituid account and the #WantToLiveLonger hashtag can be delineated into five distinct stages. The initial stage involves analyzing the social marketing environment, ensuring the hashtag's neutrality to accommodate a broad audience. The second stage focuses on identifying the target demographics for the campaign, including age, socioeconomic status, family size, and geographic location. The third stage encompasses the formulation of social marketing goals and strategies, which involves research, editorial planning, campaign execution, and evaluation in line with established Standard Operating Procedures (SOPs). The fourth stage entails designing the social marketing program through strategic partnerships to broaden audience reach. The final stage involves the organization, implementation, monitoring, and evaluation of the hashtag campaign to assess the effectiveness of @hutanituid's initiatives on Instagram.

Keywords: *Social Marketing, Instagram, Hutan Itu Indonesia, Virtual ethnography, #WantToLiveLonger*

A. INTRODUCTION

The Instagram account @hutanituid promotes forest conservation and climate change awareness through the hashtag #WantToLiveLonger. During February and March 2023, the account actively engaged in campaigns using this hashtag, as evidenced by the significant interaction on social media, including likes, comments, and posts. Furthermore, @hutanituid collaborated with various partners to screen and discuss the film "Climate Witness" in multiple regions, including East Nusa Tenggara. Hutan Itu Indonesia has conducted numerous information campaigns about environmental issues through its Instagram account, @hutanituid. However, the effectiveness of using social media as a tool for social marketing communication in environmental campaigns has not been thoroughly evaluated.

Research on the use of Instagram as a means of marketing communication has been conducted by several scholars. Mubarokah et al in their research entitled Marketing Communication Strategy through Instagram Social Media (Descriptive Study of the @Osingdeles Account), found that Osing Deles, Banyuwangi Regency has implemented an integrated marketing communication strategy by using Instagram social media to introduce goods products to influence consumers and increase sales.¹ Another study by Alviera & Aulia,² titled Social Media Marketing Communication Strategy @Lasolange_ on Instagram explained that the most effective marketing strategy is through promotion on Instagram social media and e-commerce. Sari & Utami in their research "Digital Marketing Communication as a Technological Challenge", concluded that companies have planned and evaluated their digital marketing strategies based on the AIDA model.³ Unfortunately, these three studies do not address how Instagram is used as a social marketing tool for environmental education. This research aims to fill that gap by examining the use of Instagram for social marketing in environmental education, distinguishing it from previous studies.

Social marketing is a strategy designed to address societal issues.⁴ It encompasses both communication techniques and general marketing principles.⁵ Key elements of social marketing include communicators, messages, communication processes, and media, all integrated with marketing principles. According to Kotler et al,⁶ social marketing aims to influence target audiences to voluntarily accept, reject, modify, and/or abandon certain

behaviors for the benefit of individuals, groups, and society as a whole. Social marketing communication involves using effective online marketing strategies to change social behavior and enhance people's welfare. This research employs the Social Construction of Technology (SCOT) theory, proposed by Pinch and Bijker (1984), which emphasizes that digital technology shapes contemporary social life. The SCOT theory posits that, rather than technology dictating user behavior, people create technology to improve their quality of life.⁷ Technology provides individuals or groups with choices to adapt according to their needs.

Hutan Itu Indonesia is innovating by using Instagram for environmental campaigns, a unique approach among organizations. This study explores two key questions: Why did Hutan Itu Indonesia select Instagram for its campaign, and what social marketing strategies are used with the hashtag #WantToLiveLonger? The aim is to analyze the social marketing communication strategies of the @hutanituid Instagram account using this hashtag.

B. METHOD

This research adopts an interpretive paradigm, as articulated by Sarantakos,⁸ which seeks to comprehend human behavior through the lens of language, interpretation, and understanding. This paradigm facilitates a deep exploration of qualitative aspects, enabling researchers to derive nuanced and comprehensive insights. Consequently, the research involved the collection and interpretation of descriptive data to acquire precise information regarding social marketing communication via hashtags on the Instagram account @hutanituid.

Employing the virtual ethnography method, this study acknowledges the feasibility of studying users' online presence. This approach allows for the examination of social phenomena in digital spaces.⁹ Data were gathered through virtual observation and in-depth interviews. Informants were selected using purposive sampling techniques, focusing on criteria such as Hutan Itu Indonesia's staff, social media administrators, content creators, and long-term followers of @hutanituid, specifically those who have been members for at least five years. The data analysis followed Cresswell's six-step model encompassing data processing, preparation, and synthesis, leading to the formulation of conclusions.¹⁰

C. FINDINGS

1. *Social Marketing Communications IG account @hutanituid used the hashtag #Want to Live Longer.*

a. **Analyze the Social Marketing Environment.**

The first stage conducted by Hutan Itu Indonesia @hutanituid was to analyze the social marketing environment through 3 journeys. The first journey was how Hutan Itu Indonesia spreads awareness from existing content, be it videos, posts or information that makes the audience aware. The second journey, at the participation level, was to involve the audience in the awareness activities created, and the third journey was at the amplification level, which was to form a network in several areas where the local network can be amplified to the national realm and wider coverage. This was confirmed by Eulis Utami, as Campaign Manager of @hutanituid:

"We try to amplify these activities on our social media so that local actions can also be known and can contribute more to national issues, so how do we amplify the voices of local young people in national actions through our social media, we also spread it, for example in reports in wider mass media". (Excerpt from interview, October 13, 2023).

Based on the in-depth interview and the results of observations on the use of this hashtag, it has also collaborated with the screening of the film Climate Witness, which was the beginning of the use of this hashtag. So the author sees on social media @hutanituid the use of this hashtag in collaboration with partner @coaction.id for campaign dissemination and how @hutanituid sees opportunities for activating the hashtag #Want to Live Longer, especially looking at the appropriate environment for carrying out the #Want to Live Longer campaign, which of course has goals that are desired. achieved.

b. **Research the target audience**

After determining what type of social marketing environment to create, this phase involves identifying the target audience for the #Want to Live Longer hashtag campaign so that it can efficiently and effectively reach the desired audiences with their respective characteristics. Target adopters in this case target one or more audiences in different ways, such as based on age, socioeconomic status, family size, or geographic location. Regarding the target adopter, Eulis Utami as campaign manager @hutanituid confirmed:

"Our target is actually big cities, such as Jakarta, Bandung, Jogja, Surabaya, and Medan, and Kalimantan. We are targeting big cities that also have a large

population of young people, so we can educate and invite them to be part of this movement and for the millennial and Z generations, the priority for Indonesia's forests is for ages 17-35" (Interview excerpt October 13, 2023).

In the context of the hashtag #Want to Live Longer, which was launched in February-March and continues to this day, the main targets are young people who are active or not in environmental and forest issues, i.e. non-environmental activists.

c. Designing Social Marketing Objectives and Strategies

The Social Marketing Goal and Strategy Design stage naturally involves all the existing components so that the existing goals can be efficiently and effectively implemented to reach the planned adopter goals. Social marketing objectives must be specific, measurable, achievable, measurable, and time bound. In the implementation of the hashtag campaign #Want to Live Longer, the Hutan Itu Indonesia has clear goals and a planned strategy so that the hashtag campaign #Want to Live Longer is successful and can reach the target adopters.

Regarding the goal, the campaign manager of @hutanituid stated that the hashtag that was launched wanted to have a message of motivation, and inspiration and be a driving force for young people. With just one hashtag #Want to Live Longer, it is hoped that it can be a motivation for people to do something. On top of that, there were a lot of threats at the moment from disasters, pollution, and so on. The social media coordinator confirmed the same thing regarding the goal of the #Want to Live Longer hashtag campaign, namely how to introduce local climate solutions to the wider public.

Then, regarding the social marketing strategy carried out by Hutan Itu Indonesia, especially in the campaign for the hashtag #Want to Live Longer, of course it has a clear and measurable strategy to achieve social marketing goals. This was confirmed by the campaign manager @hutanituid that the stages included research, editorial plan, campaign implementation and even evaluation.

d. Designing a Social Marketing Program

In designing the social marketing program, Hutan Itu Indonesia made selective tactical program choices and determined the use of advertising so that the designed program ran smoothly. Partnership collaboration was also well developed. For example, in the hashtag campaign #Want to Live Longer on social media @hutanituid, collaboration with @coaction.id in the production of the Climate Witness film. This was also included in the steps to introduce the hashtag #Want to Live Longer through the film Climate Witness.

By working with different partners, such as influencers, it can expand the #Want to Live Longer hashtag campaign. This way, more people are exposed to the awareness campaign. In addition, Hutan Itu Indonesia also created post content, both reels or videos and visually appealing carousels, to convey positive messages as well as the #Want to Live Longer hashtag campaign. There were also collaborative strategies to promote educational content. For example, with the KOPI Coalition (Climate Change Youth Group) to create campaigns on healthy topics called Taste and a Cup of Coffee.

Figure 1. Hashtag Carousel and Rolling Posts #Want to Live Longer



Source: Instagram @hutanituid, accessed on 28 December 2023

e. Organization, implementation and evaluation

The final phase of a social marketing communication strategy encompasses the management of marketing resources, execution of social marketing programs, oversight of program implementation, and assessment of activity outcomes.

Research indicates that the information campaign engaged various partners and networks. A notable outcome is the establishment of the social media account @koalisikopi.id, which was created to extend the hashtag campaign #WantToLiveLonger. Although the KOPI Coalition, a collaborative platform and social media initiative, included several partners, @hutanituid was responsible for devising the strategic plan for the information campaign.

The evaluation phase, conducted by the @hutanituid account manager, involved assessing the campaign's success through internal reviews and reflective practices to gauge social engagement. This evaluation included an analysis of Instagram interactions to

determine the extent of community involvement and engagement, such as the number of direct messages received from young people. The interactions between account managers and followers are detailed in Table 1, illustrating the effectiveness of the hashtag #WantToLiveLonger in fostering group discussions and engagement.

Table 1. Caption hashtag #Want to Live Longer and researcher interpretation

No	Captions	Researcher's Interpretation
1	There's only one reason why we #WantToLiveLonger. From answering the question "When are you getting married?" to the goals we want to achieve, we are excited about the future. Well, that future will be achieved when we have an earth that is beautiful, sustainable and comfortable to live on.	The educational content presented by @hutanituid prominently features the central message "Simple Reasons Why #WantToLiveLonger." Through a carousel-style post, the account elucidates the fundamental concepts encapsulated in the hashtag #WantToLiveLonger. The post articulates that to genuinely embrace the ethos of wanting to live longer, it is essential to demonstrate a profound commitment to environmental stewardship and affection for the Earth.
2	Currently, many environmental problems are putting the Earth in a not-so-good state. The climate crisis, pollution and many other environmental problems are affecting the Earth. Therefore, we need to be 'educated' and aware of environmental issues and help the Earth remain sustainable for future generations. Do you want to take care of the Earth? We can start with small and easy daily steps. It doesn't have to be complicated, but it does make sense. For example, bring a container from home when you buy your favourite boba, or share content about protecting the environment on Instagram.	Hutan Itu Indonesia aims to raise public awareness and convey the urgency of the various climate crises we currently face. It emphasizes that the younger generation bears a responsibility to embrace lifestyles and behaviors that do not harm the Earth.
3	Take a #StepToday for the Earth. Come on, comment below with ideas for protecting the Earth that are easy and good to do from home!	The caption encourages young people to actively engage in environmental stewardship by adopting sustainable practices and protecting the Earth through daily actions. It emphasizes the importance of cultivating positive habits starting from one's own home.

D. DISCUSSION

The advent of social media platforms, particularly Instagram, has transcended their traditional role as networking tools, evolving into potent communication mechanisms for social marketing in environmental education. Contemporary social media is recognized for its efficacy as an informational medium.¹¹ Instagram's diverse features facilitate the dissemination of messages aimed at conveying pertinent information to targeted audiences.

Hutan Itu Indonesia, operating through its Instagram handle @hutanituid, exemplifies an innovative approach to leveraging social media for environmental advocacy, particularly through the hashtag #WantToLiveLonger. This initiative represents a strategic effort to optimize social media as a platform for environmental campaigning. Valiant et al. affirm that social media is an effective conduit for environmental campaigns, especially when targeting younger demographics.¹²

The urgency of multimedia campaigns is underscored by the multifaceted impacts of global climate change, which are acutely felt in Indonesia. These impacts encompass sea level rise, ocean warming, increased temperatures and precipitation, and intensified tropical storms.¹³ Consequently, ongoing capacity building and public awareness initiatives regarding climate change are imperative for fostering sustainable environmental practices.¹⁴ Enhancing awareness is pivotal for effecting behavioral changes that promote eco-friendly habits.¹⁵

When aligning these findings with the Social Construction of Technology (SCOT) theory, it is evident that the community engaged with the Instagram account @hutanituid has adeptly shaped digital technology to yield positive outcomes for its users. Despite the broader societal concerns surrounding social media, such as cyberbullying¹⁶ and consumerism, the strategic use of platforms like Instagram for environmental education demonstrates their potential for constructive impact.

E. CONCLUSION

The social marketing communication strategy employed by Hutan Itu Indonesia (@hutanituid) for the hashtag campaign #WantToLiveLonger is designed to impart environmental protection education to the public, with a particular emphasis on the younger demographic. This strategy is structured into five distinct phases. The initial phase involves analyzing the social marketing environment, ensuring that the chosen hashtag is neutral

enough to be inclusive of various groups—not exclusively environmental activists but extending to a broader audience. The primary focus of the hashtag #WantToLiveLonger is on the general populace, with a specific emphasis on individuals aged 17-35, particularly within NTT Province. The second phase involves targeting the hashtag campaign based on demographic factors such as age, socioeconomic status, family size, and geographic location. The third phase encompasses the formulation of social marketing objectives and strategies, which includes conducting research, planning editorial content, executing the campaign, and evaluating its progress in accordance with established Standard Operating Procedures (SOPs). The fourth phase focuses on developing the social marketing program through strategic partnerships to enhance audience reach. The final phase entails organizing, implementing, monitoring, and assessing the campaign's effectiveness, specifically evaluating the activities undertaken by @hutanituid in managing the #WantToLiveLonger campaign on Instagram. The evaluation process employs various indicators to measure program success and effectiveness, including the reach of the content and audience engagement, as reflected in insights and interactions.

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