

## Framing Analysis of the Zero Waste Campaign on the TikTok Account @pandawaragroup

Saskya Dewi Anggraeni<sup>1</sup>, Istiqomah<sup>2</sup>

<sup>1,2</sup>Muhammadiyah University of Sidoarjo, Indonesia



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### ABSTRACT

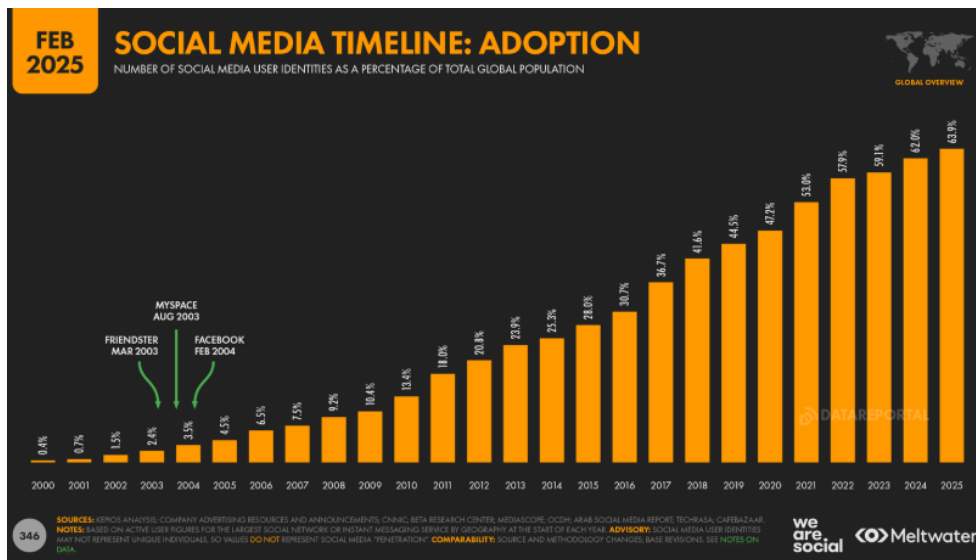
**Objective:** The zero waste campaign phenomenon on TikTok has become a focus of global efforts to reduce the environmental impact of waste. Pandawaragroup is a community actively campaigning for this movement on TikTok. Pandawaragroup's distinctive content revolves around environmental cleanliness, particularly waters polluted by waste. Previous research has demonstrated how media can be used to convey environmental messages and raise public awareness of sustainability issues. This study aims to examine the framing applied by the TikTok account @pandawaragroup in conveying the zero waste campaign message. The theory used in this study is the framing theory of Gamson and Modigliani. **Method:** The methodology used is qualitative with a descriptive approach, where researchers analyzed videos uploaded to the TikTok account @pandawaragroup. Data were collected through direct observation of the videos and mapping emerging themes related to the zero waste campaign. **Result:** The results of this study indicate that the framing of the zero waste campaign on social media can influence audience understanding and behavior in dealing with environmental issues, especially among Generation Z TikTok users. **Novelty:** This study contributes novelty by identifying specific framing devices in short video social media content, an area less explored compared to traditional and artistic media campaigns, while highlighting TikTok's potential as an interactive medium for environmental communication.

## INTRODUCTION

Indonesia faces serious problems related to waste, especially with the increasing popularity of coffee based cafes, which has grown by 18% as a result of lifestyle transformations in urban communities [1]. This trend contributes to the emergence of new types of waste, such as single-use products. To address this issue, adopting a zero waste lifestyle is very important to strengthen public understanding of environmental concerns [2].

Zero waste is an approach aimed at minimizing waste from production to the end of a product's life cycle [3]. Small steps can be taken to start this lifestyle, such as trying to avoid waste by minimizing consumption or reusing items that already exist [4]. Therefore, campaigns promoting a zero waste lifestyle through various media platforms are necessary in order to reduce plastic usage.

In the digital era, social media plays an effective role as a campaign medium because of its wide reach and interactivity [5]. As of January 2025, there are around 143 million social media user identities in Indonesia, which is equivalent to 50.2% of the country's total population [6]. This number reflects the high level of Indonesian society's engagement in using social media while also affirming its crucial role in daily life and social interaction [7].



**Figure 1.** Social Media User Growth Data 2025  
(Source: datareportal.com)

TikTok is one of the fastest-growing social media platforms in Indonesia. TikTok was once recorded as the most downloaded application, with total downloads reaching 45.8 million [8]. In 2025, the number of active TikTok users in Indonesia reached more than 107 million, making it one of the countries with the largest user bases in the world [9]. This high level of use demonstrates TikTok’s potential as a medium for disseminating social campaign messages, including environmental issues such as waste management [10]. With its short video format and high interactivity, TikTok holds great potential in shaping public perception, making it strategic as a campaign medium.



**Figure 2.** TikTok User Data 2025  
(Source: Instagram @dataindonesia\_id)

One concrete example of TikTok’s utilization for environmental campaigns is a community called Pandawaragroup, consisting of five young members: Agung Permana, Gilang Rahma, Muhammad Ikhsan, Rafla Pasya, and Rifki Sa’dulah [11]. By the time this article was written, the Pandawaragroup account had gained 12.2 million followers and accumulated a total of 283.3 million likes on TikTok. Founded in 2021, this community

focuses on urgent environmental issues, particularly water pollution caused by waste. Pandawaragroup leverages TikTok's potential through creative and educational content to attract the attention of young generations [12]. The form of campaigns conducted by Pandawaragroup includes producing informative and entertaining videos that educate the public about environmental sanitation and zero waste practices.

These contents not only deliver information but also invite the public to actively participate in maintaining environmental cleanliness through real actions, such as beach cleaning activities and reducing plastic usage. After the campaign was launched, Pandawaragroup successfully attracted more than 12 million TikTok followers, demonstrating society's strong interest in environmental issues [13]. One of the activities carried out by Pandawaragroup was the cleanup of Kesenden Beach in Cirebon, West Java, which involved 10,800 volunteers within two days [14]. This campaign provided a positive impact in the form of increasing public awareness of the importance of environmental sanitation as well as active participation in nature preservation efforts [15]. Moreover, the campaign also encouraged broader discussions on environmental issues on social media, making Pandawaragroup one of the influential accounts in Indonesia's environmental movement.



**Figure 3.** Pandawara Group Content Cleans Kesenden Beach  
(Source: TikTok Account @pandawaragroup)

Previous research plays a significant role as a reference for researchers in carrying out and understanding the results of their studies [16]. One related research was conducted by Abdul, Noorshanti, and Widiyatmo in 2022 with the title "*Analisis Framing Pesan Lingkungan Dalam Film Dokumenter The Story of Birthplace*". The results of this study indicated that the film successfully conveyed environmental messages effectively and made a significant contribution to the environmental preservation discourse in society.

Another related study was conducted by Caesar, Dwi, Agung, and Sutejo in 2024, titled "*Kampanye Gaya Hidup Zero Waste dalam Lagu Plastik Karya Saykoji*". The findings revealed that the zero waste lifestyle campaign could be effectively conveyed through art

media, such as songs, which could have a positive impact in raising awareness and encouraging behavioral changes in society regarding environmental issues.

The third study, conducted by Novena and Anandita in 2024, titled “*Analisis Framing pada Program Acara Forum Fristian Episode Mimpi Jakarta: Zero Waste*” of sustainable waste management through strategic framing techniques, thus encouraging active participation in waste reduction efforts in Jakarta.

The fourth study, conducted by Yusril, Novita, and Novalia in 2025, titled “*Kampanye Media Sosial Tiktok @Pandawaragroup Dalam Meningkatkan Kesadaran Masyarakat Menjaga Kebersihan Lingkungan*”, showed that campaigns carried out through the TikTok platform successfully increased public awareness of the importance of maintaining environmental cleanliness, with significant participation and interaction levels from users.

This research shares similarities with the studies by Abdul, Noorshanti, and Widiyatmo (2022) as well as Caesar, Dwi, Agung, and Sutejo (2024), in that they all focus on environmental issues and the use of framing techniques to effectively convey messages. Both studies, along with this research, highlight the important role of media such as documentaries, songs, and social media platforms in raising public awareness of environmental issues and encouraging behavioral change. Furthermore, the study by Novena and Anandita (2024) also emphasized sustainable waste management, similar to this study examining Pandawaragroup, but in the context of a television program, showing a variation in media approaches. Meanwhile, the study by Yusril, Novita, and Novalia (2025) shares the same research object TikTok @Pandawaragroup but placed more emphasis on the overall impact of the campaign on environmental cleanliness and user participation.

This study emphasizes the importance of TikTok user interaction in analyzing the effectiveness of environmental messages in short videos as well as understanding communication dynamics that are often overlooked in research based on traditional media. In line with global trends toward sustainability and waste reduction, this research is relevant for exploring the adaptation of zero waste campaigns on interactive platforms like TikTok. Thus, this study is expected to provide new insights into methods of delivering and receiving environmental messages in the digital era, particularly among younger generations, while highlighting the strategic role of social media in strengthening environmental campaigns.

The choice of the TikTok account @pandawaragroup was based on its significant popularity, making it an influential creator in spreading environmental issues. Their viral content not only attracts public attention but also mobilizes thousands of people to participate in waste cleaning activities [17]. This success was reinforced by awards such as *Rising Star of The Year 2023*, *Creator of The Year 2023*, and *Changemaker of The Year 2023* from TikTok, which confirm their position as pioneers of environmental movements on social media.

Considering the great influence and achievements of Pandawaragroup, this research aims to examine the framing applied by the TikTok account @pandawaragroup in delivering the zero waste campaign message. The focus of this research is to analyze the framing in Pandawaragroup’s TikTok video content, utilizing their influential role in spreading campaign messages.

Fundamentally, framing is a concept that explains how the media packages an issue by emphasizing certain aspects to shape audience perception. In this process, the media not only conveys facts but also interprets information, which can potentially influence public opinion [18]. Framing works through the selection of symbols, narratives, and language devices that guide the audience toward certain meanings [19]. The application of framing in social media, particularly on TikTok, is very relevant because short visual and narrative content can build strong frames on environmental issues, such as the zero waste campaign. Thus, framing analysis is necessary to understand the communication strategies used by content creators in shaping audience awareness and actions.

This research is based on the framing analysis theory proposed by Gamson and Modigliani, which views framing as a process of meaning construction where social and political issues are selected, emphasized, and presented by the media, thereby influencing how audiences understand and respond to those issues [20]. In the context of social media, framing not only involves selecting certain aspects of an issue to highlight but also how these aspects are visually and narratively structured to create appeal and encourage user engagement. Gamson and Modigliani's framing analysis model utilizes several dimensions as framing tools, namely *media packages*, *core frames*, *condensing symbols*, as well as *framing devices* including *metaphors*, *exemplars*, *catchphrases*, *depictions*, and *visual images* [21]. In addition, this model also includes *reasoning devices* such as *roots* and *appeals to principle*, which serve to strengthen the message and legitimize the call to action [22]. Through this approach, this research analyzes how the TikTok account @pandawaragroup frames the zero waste campaign message in short video content, thereby attracting attention, building awareness, and encouraging collective action among audiences. This focus is important because TikTok's interactive and visual characteristics differentiate it from traditional media, making its framing potentially more effective in shaping the opinions and behaviors of Generation Z.

## RESEARCH METHOD

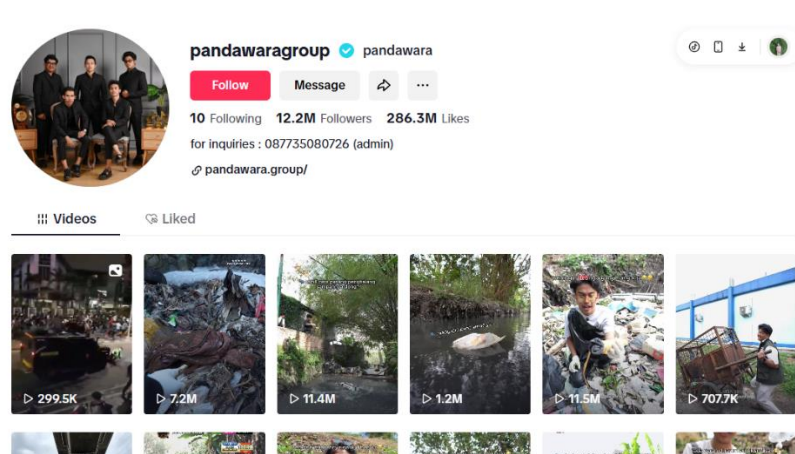
This research uses a descriptive qualitative approach to explore social phenomena in depth without statistical analysis [23]. The focus is on understanding how the TikTok account @pandawaragroup applies framing in delivering the zero waste campaign through short videos. The research object consists of five video uploads from 2023, purposively selected based on the number of views, interactions (likes, comments, shares), and relevance of the content to the campaign theme. The analyzed videos contain educational messages or calls to action related to waste management.

Data were collected through observation and documentation, then analyzed using the Gamson and Modigliani framing model, which includes framing devices (*metaphors*, *exemplars*, *catchphrases*, *depictions*, *visual images*) and reasoning devices (*roots*, *appeal to principle*) to understand the construction of zero waste messages. The results were analyzed and categorized to identify framing patterns. Data validity was maintained through source triangulation with relevant literature and previous studies, so that this research provides a comprehensive overview of the framing of Pandawaragroup's environmental campaign on TikTok.

## RESULTS AND DISCUSSION

### Pandawaragroup

Pandawaragroup is a TikTok account actively voicing the zero waste campaign through various educational content and real cleanup actions [24]. Based on the observations, the content uploaded by Pandawaragroup generally documents cleanup activities in various locations affected by waste pollution, such as rivers, beaches, and residential areas. In each upload, the delivery of messages highlights the urgency of the waste problem, its negative impacts on the environment, and the importance of active community involvement in addressing this issue. The narratives often present conditions before and after the cleanup process to emphasize a striking contrast and strengthen the message conveyed. In addition, the use of visual elements such as natural landscapes after being cleaned and the expressions of concern from members also reinforces the zero waste campaign message they promote. Interaction with followers through the comment section and social action challenges also becomes an engagement strategy applied by Pandawaragroup to expand the reach and impact of their campaign on social media.



**Figure 4.** Pandawaragroup TikTok Account View  
(Source: TikTok account @pandawaragroup)

The limitation of this research lies in the focus of the data, which only covers videos uploaded by the TikTok account Pandawaragroup throughout 2023. The selection of research objects was limited to five videos with the highest number of views. In addition to the number of views, aspects of audience engagement such as likes, comments, and shares were also considered to ensure that the videos analyzed had significant influence in spreading the zero waste campaign message.

### Framing Analysis of the Zero-Waste Campaign on the TikTok Account @pandawaragroup

The analysis of this research refers to the framing analysis model proposed by Gamson and Modigliani. This model assumes that every media message has a storyline and structure of meaning that shapes the audience's understanding of an issue [25]. The frame, as the organization of central ideas, functions to direct the meaning of events related to an issue so that it creates a particular way of viewing it for the audience. In this research, the researchers examined how the zero waste campaign was constructed

through TikTok video content by utilizing these framing elements to attract attention and build audience engagement.

The five TikTok videos analyzed in this research were chosen because they met the purposive sampling criteria, namely presenting environmental issues relevant to the zero waste campaign and having high audience engagement. These five videos represent variations in framing the waste issue, ranging from depictions of waste crises in rivers, limitations of the team's capacity, to calls for massive collaboration with the community. With this variation, the analysis provides a comprehensive picture of how Pandawaragroup frames environmental messages through framing devices.

#### a. Metaphors

Metaphors are a method of transferring meaning using words such as *ibarat*, *bak*, *sebagai*, *umpama*, *laksana*, and so on. Metaphors are also the shortest, most concise, and structured form of comparison, which contains two ideas. Therefore, the researcher collected the following data:

- In the video "*ada lautan sampah, di luar kapasitas Pandawara*", the term "*lautan sampah*" appears in the opening narration to describe the condition of a river filled with trash to the point that the water cannot be seen. This creates an image of an urgent environmental crisis.
- The video "*tidak ada ruang untuk kerusakan lingkungan*" uses the metaphor "*tidak ada ruang*" to emphasize that environmental destruction cannot be tolerated.

#### b. Exemplar

Exemplars frame certain meanings to provide weight and serve as references or lessons. These can be elements in advertisements that can be a source of learning for the audience. Therefore, the researchers collected the following data:

- The video "*1,014 kilogram sampah di sungai itu*" presents the figure of 1,014 kg as quantitative data that underscores the seriousness of the problem. The video "*ada lautan sampah...*" shows an extreme example of a river entirely filled with waste.
- The Sukabumi video presents the testimony of a local child who says, "*kami ingin bisa bermain bola di pantai yang bersih*", illustrating the social impact of the waste problem.
- Meanwhile, the Lampung video strengthens the message with the mobilization target "*dicari 1000 orang Lampung*" to show that the problem requires mass participation.

#### c. Catchphrases

Catchphrases are distinctive phrases that represent facts while reflecting certain ideas or spirit:

- The caption in the video "*1,014 kilogram sampah di sungai itu*" highlights the scale of the issue.
- The video "*tidak ada ruang untuk kerusakan lingkungan*" delivers a firm moral message.
- The Sukabumi video uses a strong call with the phrase "*TONTON SAMPE AKHIR!!!*".
- The Lampung video emphasizes "*Dicari 1000 orang...*" as a call for collaboration.

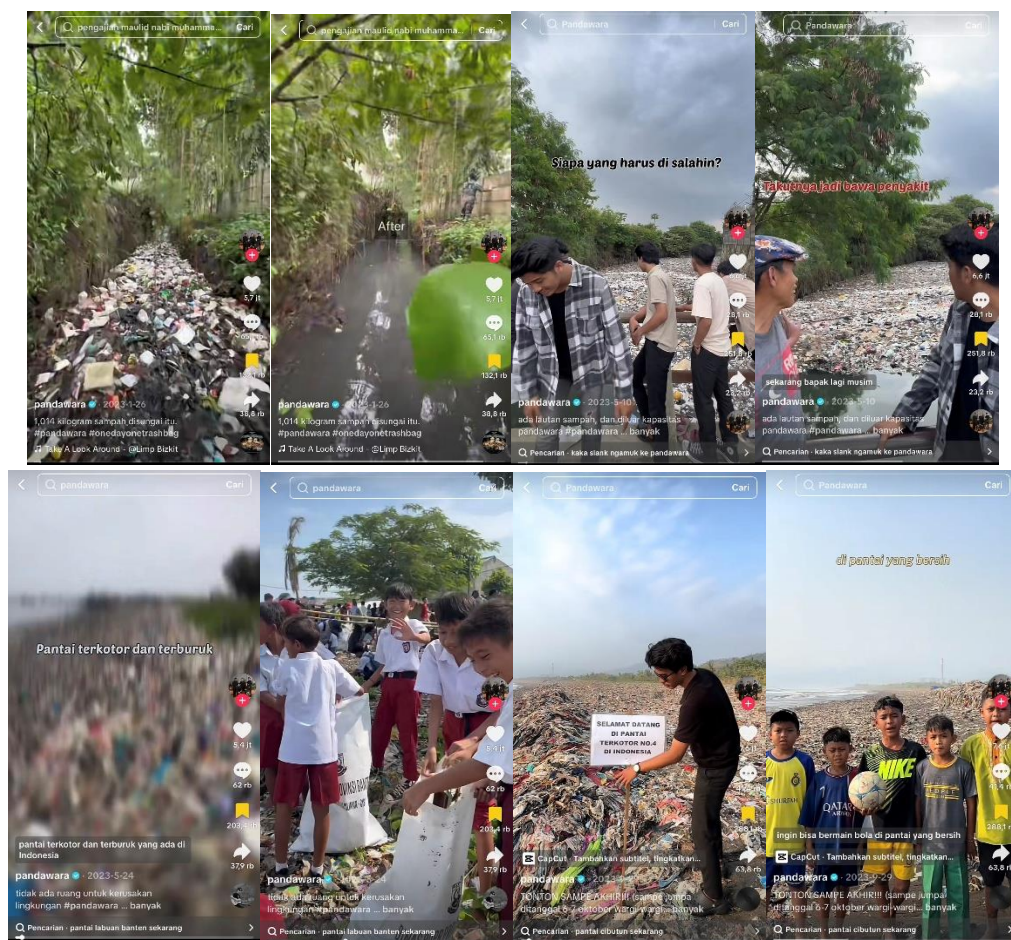
d. Depictions

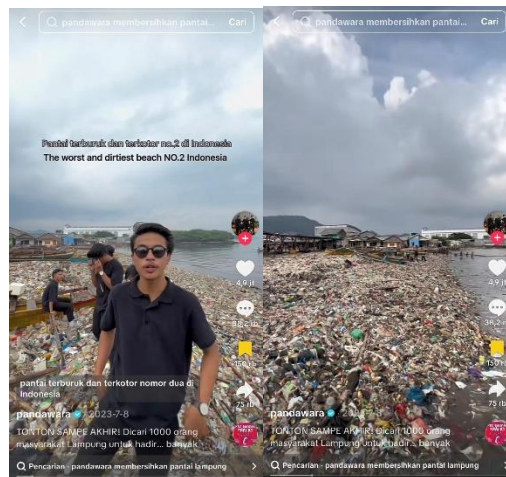
Depictions represent facts using connotative language or imagery to guide audiences toward a specific image. This means that words with non literal meanings are used to guide viewers to the imagery conveyed in the video content. As a result, the researchers obtained the following data:

- The video “1,014 kilogram sampah...” begins with footage of a river full of waste, then shows the cleanup process until the river looks cleaner.
- The video “ada lautan sampah...” depicts a river covered with trash, followed by the sad expressions of Pandawara members as a form of empathy.
- The Sukabumi video shows piles of trash on the beach swept by waves, followed by a placard reading “Pantai Terkotor No. 4 Indonesia” as a warning symbol.
- The Lampung video opens with a beach heavily polluted with waste, while people are still swimming along its dirty shoreline.

e. Visual Image

Visual images are scenes that represent natural reality, reinforcing the ideological message for the audience. This can be seen in various scenes from Pandawaragroup's TikTok content, as found by researchers:





f. Roots

Contains scenes that support the issue by connecting one or more objects that are considered to be the cause of an effect. In this case, the researcher collected the following data:

- In the video “*ada lautan sampah...*”, the narration asks: “*kalau udah gini siapa yang harus disalahkan?*” This raises awareness that public behavior is the main cause.
- The Lampung video emphasizes that the beach becomes dirty due to “*acuhnya kita terhadap lingkungan*”.
- The Sukabumi video stresses that the cleanup cannot be done by Pandawara alone, but requires collective involvement.

g. Appeal to Principle

A sentence that contains a principled thought, a moral claim as an argument for justification, and forms a proverb, story, or doctrine. Its focus is on drawing attention to a specific trait, time, or location. In this context, researchers collected the following data:

- The video “*tidak ada ruang...*” conveys that protecting nature is a shared obligation.
- The Sukabumi and Lampung videos highlight the value of *gotong royong* (mutual cooperation).
- The Lampung video reinforces responsibility with the sentence “*jaga dan rawat lingkungan yang ada di sekitar kalian*”. This strengthens the frame that collaboration is a key value.

h. Consequence

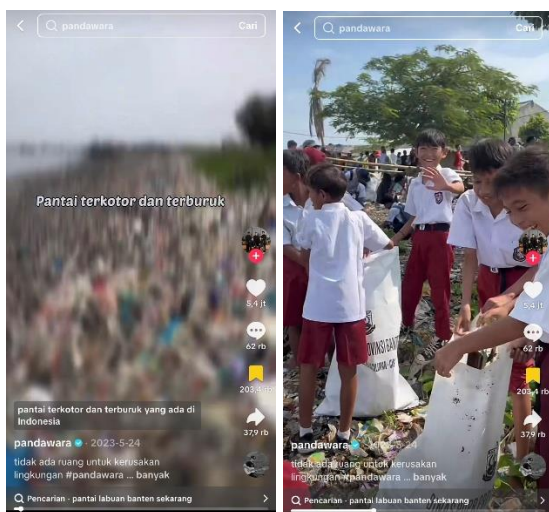
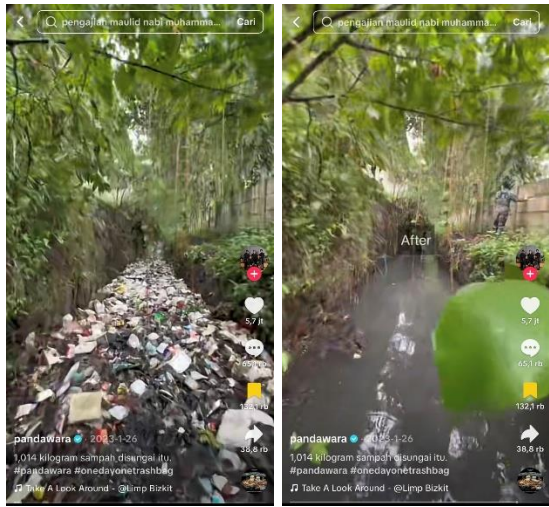
Consequences describe the effects or outcomes of a given frame. Researchers collect data as follows:

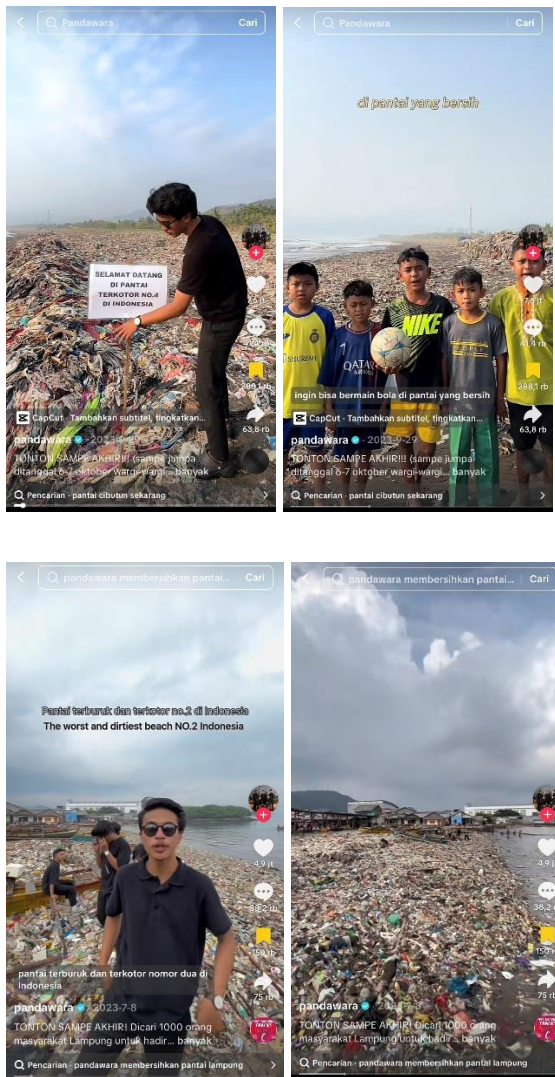
- In the video “*ada lautan sampah...*”, residents voice concerns about disease and declining water quality.
- Other videos mention the potential for flooding and pollution if waste continues to pile up.
- The Lampung video stresses that without immediate action, the beach will remain a “*korban dari acuhnya kita*” and the community’s quality of life will worsen.

**Table 1.** Results of Data Analysis of Gamson and Modigliani Framing Models.

Media Package	
Media Package is a collection of ideas or main ideas used by a person or media in understanding and interpreting an issue.	
<i>Video Konten TikTok</i>	
Core Frame	
Related to the main elements to explain the relevant meaning of the event such as the title used.	
<i>Pandawaragroup</i>	
Condensing Symbol	
In relation to the results of observing the interaction of symbolic devices as the basis for using perspective.	
<i>Kampanye Zero Waste</i>	
Framing Devices	Reasoning Divices
Excessive use of plastic and lack of concern for environmental cleanliness such as littering will cause pollution in rivers.	Overcome this problem by reducing the use of plastic packaging in everyday life, recycling, and not littering.
Methapors (Parable or simile)	Roots
<i>"Lautan sampah"</i> (depicts a very large amount of waste).	(Analysis of cause and effect clauses) <i>"Masalah ini terjadi karena kurangnya kesadaran masyarakat dan pengelolaan sampah"</i> .
Exemplar (Packaging certain meanings to be used as references/lessons)	Appeal to Principle
Interviews with residents who said they were afraid of disease due to garbage.	(The thinking of principles and moral claims as justification arguments forms a narrative that points to specific characters, times, and places.) <i>"Kita harus menjaga lingkungan agar tidak mewariskan kerusakan"</i> .
Catchphrases (An interesting, contrasting and striking phrase in a discourse in the form of a slogan)	Consequence
<i>"Tidak ada ruang untuk kerusakan lingkungan"</i> .	(Effects/consequences obtained from the frame) The audience becomes aware and motivated to reduce the use of plastic waste and take responsibility for protecting the environment..
Depiction (Representation or description of an issue that has a connotative meaning)	
The narration <i>"Pantai terkotor di Indonesia"</i> at the beginning of the video.	
Visual Image	

(Consists of photos or images that emphasize and support the message you want to convey.)



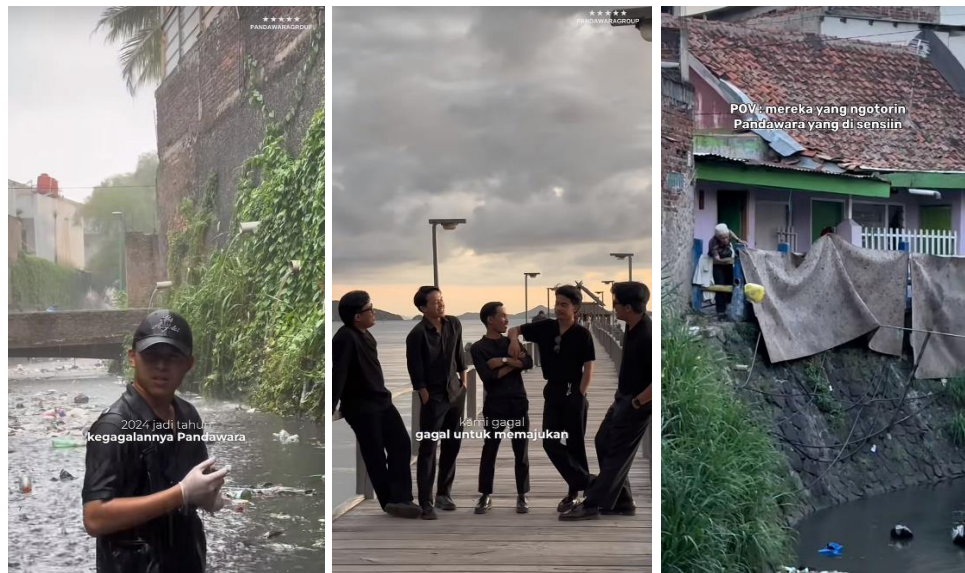


Based on the analysis, Pandawaragroup frames the waste problem as an urgent crisis through dramatic symbols (*“lautan sampah”*), concrete data (1,014 kg), and collaborative calls (*“dicari 1000 orang”*). This framing effectively builds a sense of urgency and engages audiences in real action. The interactive nature of social media strengthens the message, as content is not only consumed passively but also shared, discussed, and used as a collective call to action.

The findings show that Pandawaragroup uses framing devices such as metaphors (*“lautan sampah”*), strong visual contrasts (before-after), and catchphrases like *“Dicari 1000 orang”* to create urgency and encourage engagement. This aligns with Gamson and Modigliani’s concept that framing through symbols and narratives can shape audience perspectives [26]. These findings are consistent with Abdul, Noorshanti, and Widiyatmo (2022), which showed that documentaries also used narrative framing devices to persuasively deliver environmental messages. However, unlike Caesar, Dwi, Agung, and Sutejo (2024), who emphasized the use of art media like songs, this study found that short-video social media platforms like TikTok rely on dramatic visuals and direct calls to action as their main strategies.

In addition, the analysis revealed that Pandawaragroup's use of catchphrases such as “*tidak ada ruang untuk kerusakan lingkungan*” and “*TONTON SAMPE AKHIR!!!*” function as calls to action to involve audiences in cleanups. This is consistent with Novena and Anandita (2024), who argued that strategic framing techniques in TV programs could educate the public and drive active involvement. The findings also strengthen those of Yusril, Novita, and Novalia (2025), who concluded that TikTok campaigns by Pandawaragroup effectively increased awareness, however, this study complements theirs by specifically identifying the types of framing used.

This study also found contradictions between the framing presented and the reality in the field. Although the videos show significant changes through mass cleanups, the reality demonstrates that the waste problem is structural and cannot be solved through temporary actions. For example, in Sukabumi and Lampung, the narrative emphasizes successful collaboration, but in fact, leftover waste could not be handled within two days of cleanup and had to be continued by local government. This shows that framing, while effective at creating idealized expectations, may not fully reflect real challenges such as public behavior, waste management systems, and government policies.



**Figure 5.** Video: People Still Throwing Trash in Rivers  
(Source: TikTok Account @pandawaragroup)

Although Pandawaragroup's framing successfully shapes public opinion and mobilizes participation through *gotong royong*, its success in instilling long term behavioral change remains limited. This shows the need for more comprehensive communication strategies, not only emphasizing cleanups but also educating audiences about sustainable responsibility in waste management. As Jampur et al. argue, educating communities plays an essential role in instilling responsibility for sustainable waste management [27]. Similar approaches could be adopted by other environmental campaigns to enhance effectiveness and broaden awareness. This study also indicates that TikTok as a communication medium has significant potential for social campaigns by building narratives that can influence public perspectives and actions.

## CONCLUSION

**Fundamental Finding:** This study shows that the zero waste campaign by the TikTok account @pandawaragroup applies effective framing strategies in attracting attention and increasing audience awareness of environmental issues. By relying on dramatic visual elements, persuasive narratives, and emotional symbolism, Pandawaragroup builds public understanding of the urgency of maintaining cleanliness. Framing analysis revealed the use of various devices such as the metaphor “*lautan sampah*”, concrete evidence (1,014 kg of waste), call to action phrases like “*Dicari 1000 orang*”, visual contrasts (before–after), as well as moral appeals to *gotong royong*. **Implication:** Although this framing is capable of creating public opinion and triggering participation, contradictions were found between the messages emphasizing the success of cleanup actions and the reality that the waste problem is structural and cannot be resolved through temporary actions. **Limitation:** The limitation of this study is that it only analyzed five videos from the TikTok account Pandawaragroup uploaded in 2023. **Future Research:** Therefore, it is recommended that Pandawaragroup develop more sustainable communication strategies, for instance, through community based campaigns and collaborations with various stakeholders. This study also reaffirms the great potential of TikTok as a medium for social campaigns, suggesting that future research can examine the long term impact of framing on behavioral changes in society.

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**Saskya Dewi Anggraeni**

Muhammadiyah University of Sidoarjo, Indonesia

Email: [saskyadewi@gmail.com](mailto:saskyadewi@gmail.com)

**\*Istiqomah (Corresponding Author)**

Muhammadiyah University of Sidoarjo, Indonesia

Email: [Istiqomah@umsida.ac.id](mailto:Istiqomah@umsida.ac.id)

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