THE EFFECTIVENESS OF ENVIRONMENTAL CAMPAIGNS IN SOCIAL MEDIA ON PEOPLE'S BEHAVIOUR CHANGE

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Abstract
Environmental campaigns on social media have become an increasingly popular tool to promote changes in people's behaviour towards a more environmentally friendly lifestyle. This research aims to evaluate the effectiveness of such campaigns in influencing people's behaviour change. The study in this research uses the literature method. The results show that environmental campaigns on social media have significant potential to raise public awareness and drive short-term behaviour change. However, to achieve sustainable behaviour change, these campaigns must be part of a more holistic strategy, involve collaboration with various stakeholders, and be supported by relevant policies and initiatives. This study provides important insights into the role of social media campaigns in addressing environmental challenges and highlights the need for an integrated approach to achieve lasting behaviour change in society.
Keywords: environmental campaign, social media, behaviour change, sustainability, public awareness.

Introduction

Environmental issues have become a global concern in recent decades. Problems such as climate change, deforestation, pollution, and biodiversity loss are increasingly threatening the sustainability of humans on earth. Efforts to address environmental problems require active participation from various parties, including the community.

Environmental issues are problems or challenges related to the condition and quality of the natural environment around us. These issues arise from unsustainable human interactions with the environment, such as overexploitation of natural resources, environmental pollution, and climate change (Gulati & Williams, 2020) . Environmental issues cover various aspects, such as air and water quality degradation, biodiversity loss, deforestation, soil erosion, and increased plastic waste. The impacts of environmental issues not only affect natural ecosystems, but also human lives, such as threats to health, food availability, and economic viability (Eshbaugh-Soha, 2020) .

Environmental issues are complex and interrelated, so their handling requires a holistic approach and involves various disciplines and stakeholders. Efforts to address

environmental issues require awareness and active participation from the community, government, industry, and environmental organisations (Coffey et al., 2020) . Steps that can be taken to address environmental issues include the implementation of pro-environmental policies and regulations, the development of environmentally friendly technologies, changes in consumption and production patterns, and increased environmental education and campaigns to change people's behaviour. By understanding and addressing environmental issues, we can maintain the balance of ecosystems, conserve natural resources, and create a healthier and more sustainable environment for current and future generations. Therefore, environmental campaigns are one of the important strategies in raising awareness and encouraging changes in people's behaviour towards the environment (Johnson, 2020) .

In today's digital age, social media has become an effective platform for disseminating information and influencing public opinion. With an ever-increasing number of users, social media has great potential in reaching a wide and diverse audience. Many environmental organisations and individuals concerned about the environment have utilised social media to campaign and encourage people to adopt more environmentally friendly behaviours (McMonagle & Bhroin, 2023) . However, despite the proliferation of environmental campaigns on social media, their effectiveness in changing people's behaviour remains questionable. Can these campaigns really influence people to change their habits to be more environmentally friendly? What factors influence the success of social media environmental campaigns in changing people's behaviour?

Previous research has shown that environmental campaigns can raise public awareness about environmental issues. However, awareness alone is not enough to drive real behaviour change. A more comprehensive and strategic approach to designing environmental campaigns on social media is needed to effectively change people's behaviour.

Therefore, this research examines the evaluation of the effectiveness of environmental campaigns in social media on changes in people's behaviour. By identifying the factors that play a role in the success of the campaign, this research is expected to provide new insights and practical recommendations for environmental campaigners in social media. The results of this study can also contribute to the development of more effective environmental campaign strategies in the future, so as to encourage more significant changes in people's behaviour in preserving the environment.

Research Methods

The study in this research uses the literature method. The literature research method is a systematic approach in collecting, analysing, and synthesising relevant information from library sources, such as books, scientific journals, articles, and other

documents. This method aims to obtain a comprehensive understanding of a particular topic or problem by utilising existing knowledge (JUNAIDI, 2021) ; (Abdussamad, 2022) . In conducting literature research, researchers identify and select relevant sources, read and critically review the information, and organise and integrate important findings. This process involves an extensive literature search, screening of sources based on quality and relevance, and in-depth analysis to identify patterns, trends and gaps in existing knowledge. The outcome of literature research can be a comprehensive literature review, a theoretical framework, or a synthesis of different perspectives and previous research findings. This method is particularly useful for building theoretical foundations, identifying areas that require further research, as well as providing new insights and a deeper understanding of a particular topic or field of study (Wekke ., 2020)

Results and Discussion
The Effectiveness of Environmental Campaigns on Social Media in Changing People's Behaviour

Environmental campaigns on social media have become one of the increasingly popular strategies to raise public awareness of environmental issues and encourage greener behaviour change. The effectiveness of these campaigns depends on various factors, such as reach, audience engagement, and the ability to deliver compelling and persuasive messages (Audu, 2024) .

One of the advantages of environmental campaigns on social media is their ability to reach a wide audience in a short period of time. By utilising features such as hashtags, content sharing and targeted advertising, these campaigns can quickly spread and capture the attention of many people. This allows environmental messages to be seen and heard by more people, raising awareness about important issues such as climate change, pollution, and nature conservation (Lipschultz, 2024) .

However, the effectiveness of environmental campaigns on social media is not only measured by their reach, but also by the level of audience engagement and interaction with the shared content. Successful campaigns are those that spark discussions, encourage information sharing, and call audiences to action. Content that is interesting, relevant, and easy to understand tends to get more engagement, such as likes, comments, and shares. This engagement indicates that the campaign message has successfully captured the attention and interest of the audience (Kader et al., 2020) .

While environmental campaigns on social media can raise awareness and encourage behaviour change, their effectiveness in significantly changing people's behaviour is debatable (Waititu, 2021) . Some research suggests that social media campaigns can encourage small actions, such as reducing the use of single-use plastics or saving energy. However, sustainable and long-term behaviour change may require a

more comprehensive approach, including education, policies and incentives (Lee et al., 2021) .

In optimising the effectiveness of environmental campaigns on social media, it is important to consider factors such as choosing the right platform, understanding the target audience, using engaging language and visuals, and collaborating with relevant influencers and organisations. Well-designed, consistent and sustainable campaigns are more likely to have a positive impact on people's behaviour in the long run. While social media campaigns are not a perfect solution, they can be a valuable tool in driving positive change and shaping a more environmentally conscious society (Kaup, 2024) .

In addition, environmental campaigns on social media can also serve as a catalyst for creating broader social movements. With social media's ability to connect people from different backgrounds and geographical locations, these campaigns can help build environmentally conscious communities and encourage collective action. As more people get involved and share their experiences and ideas, movements for environmental change can grow and expand, creating a greater and lasting impact (Massad, 2021) .

As such, environmental campaigns on social media have significant potential to raise public awareness of environmental issues and encourage greener behavioural change. Through their wide reach, audience engagement, and ability to spark discussion and action, these campaigns can be an effective tool in environmental conservation efforts. However, long-term effectiveness in changing people's overall behaviour may require a more holistic and sustainable approach. By designing campaigns that are engaging, informative and encourage active participation, and combining them with other strategies such as education and supportive policies, we can harness the power of social media to create positive change and build a more sustainable future for society.

The relationship between environmental campaigns on social media and changes in people's behaviour

Environmental campaigning on social media has become one of the increasingly popular ways to raise public awareness of environmental issues and encourage more environmentally friendly behaviour change. Social media, with its wide reach and ability to spread information quickly, can be an effective tool in communicating environmental messages and influencing people's attitudes and actions (Kuppuswamy, 2020) .

One of the key aspects of environmental campaigns on social media is their ability to educate and inform the public about pressing environmental issues. Through engaging content, such as infographics, videos and articles, these campaigns can help increase people's understanding of the impact of human activities on the environment and the importance of adopting more sustainable practices. With increased knowledge and awareness, people are more likely to be encouraged to change their behaviour and take concrete actions to protect the environment (Mueller & Rajaram, 2022) .

In addition, environmental campaigns on social media can also create a sense of urgency and personal responsibility in individuals. When people are constantly exposed to environmental messages and see others engaging in pro-environmental actions, they tend to feel more compelled to contribute and be part of the solution. Social media also allows for direct interaction and engagement between campaigns and audiences, creating a sense of community and support that can motivate lasting behaviour change (Waititu ., 2021)

However, it is important to remember that social media campaigns alone may not be enough to change people's overall behaviour. Lasting behaviour change often requires a multi-faceted approach involving other factors such as supporting policies, economic incentives and infrastructure changes. Social media campaigns can serve as a catalyst to raise awareness and spark discussion, but sustained efforts and concrete actions from various stakeholders are still needed to create systemic change (AKSEKİ, 2022).

Nonetheless, it is undeniable that environmental campaigns on social media have significant potential to influence people's behaviour. With the right strategy and effective execution, these campaigns can help shape public opinion, change social norms, and drive collective action towards a more sustainable lifestyle. By harnessing the power of social media and continuously innovating our campaign approaches, we can empower people to become agents of change and contribute to global efforts to preserve our environment (Hunt & Linos, 2022).

Furthermore, the success of environmental campaigns on social media also depends on their ability to tailor messages and approaches to specific target audiences. By understanding the demographic characteristics, values, and preferences of different groups of people, campaigns can develop more relevant and engaging content. For example, campaigns aimed at the younger generation may need to utilise social media platforms that are popular with them, such as TikTok or Instagram, and use language and visual styles that match their interests. Meanwhile, campaigns targeting older age groups may need to focus on platforms such as Facebook and use a more informative and fact-based approach (Pak et al., 2020).

In addition, collaboration between environmental campaigns on social media with influencers, celebrities and public figures can also play an important role in extending the reach and increasing the credibility of environmental messages. When respected and admired figures speak out on environmental issues and encourage behaviour change, it can exert a powerful influence on their followers and help change social norms more broadly (Fischer, 2023).

As such, environmental campaigns on social media have significant potential to influence behavioural change towards a more environmentally friendly lifestyle. Through information dissemination, awareness raising, and encouragement to act, these campaigns can serve as a catalyst in encouraging individuals to adopt more

sustainable practices. However, lasting behaviour change requires a holistic approach and sustained efforts from various stakeholders, including the government, private sector, and civil society.

To maximise the impact of environmental campaigns on social media, it is important to develop strategies tailored to the target audience, harness the power of influencers and public figures, and use creativity in messaging. By continuing to innovate and adapt to the ever-changing social media landscape, environmental campaigns can continue to play an important role in shaping public opinion, changing social norms, and driving collective action towards a more sustainable future for all.

Conclusion

Environmental campaigns on social media have shown significant potential in influencing behavioural change towards a more environmentally friendly lifestyle. Through information dissemination, awareness raising, and encouragement to act, these campaigns can serve as a catalyst in encouraging individuals to adopt more sustainable practices. However, lasting behavioural change requires a holistic approach and sustained efforts from various stakeholders, including the government, private sector, and civil society.

To maximise the impact of environmental campaigns on social media, it is important to develop a strategy tailored to the target audience, harness the power of influencers and public figures, and use creativity in message delivery. A successful campaign is one that is able to present information in a way that is engaging, easy to understand, and relevant to people's daily lives. In addition, collaboration with various strategic partners, such as non-governmental organisations, educational institutions, and environmentally-minded companies, can strengthen the legitimacy and expand the reach of the campaign.

While environmental campaigns on social media have great potential, it is important to realise that real behaviour change takes time and consistent effort. These campaigns should be part of a broader, long-term strategy involving environmental education, economic incentives, and policy changes that support sustainable practices. By continuing to innovate, adapting to changing social media trends, and collaborating with various stakeholders, environmental campaigns can play a vital role in shaping a greener and more sustainable future for generations to come.

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