

ANALYSIS OF FOOD WASTE CAMPAIGN CONTENT ON THE HASHTAG #HABISKANMAKANANMU ON INSTAGRAM

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Abstract

The rise of food waste issues has prompted the implementation of several social campaigns, one of which is the #HabiskanMakananmu social campaign. This study aims to identify the characteristics and analyze the effectiveness of social campaign content on #HabiskanMakananmu on Instagram. This research is an exploratory design with a content analysis method. The data collection used a purposive sampling technique of 200 social campaign content on Instagram using the content analysis method. The data was processed by cross-tabulation and descriptive interpretation using Microsoft Excel, IBM SPSS Statistics 25.0, and Voyant web as a qualitative data processing application. The results of content effectiveness show that most of the content is interesting, uses standard language in delivering messages, contains two to three pieces of information, creates a sense of awareness and sympathy for readers, and has the potential to change reader behavior. Therefore, content readers can choose and read content wisely and apply habits that reduce food waste.

Keywords: content analysis, food waste, instagram, social campaign, social marketing.

ANALISIS KONTEN KAMPANYE SOSIAL SAMPAH MAKANAN PADA TAGAR #HABISKANMAKANANMU DI INSTAGRAM

Abstrak

Maraknya isu food waste mendorong pelaksanaan beberapa kampanye sosial salah satunya kampanye sosial #HabiskanMakananmu. Tujuan dari penelitian ini yaitu untuk mengidentifikasi karakteristik dan menganalisis efektivitas konten kampanye sosial pada #HabiskanMakananmu di Instagram. Penelitian ini merupakan desain eksploratori dengan metode analisis isi. Teknik pengambilan data menggunakan teknik purposive sampling sebanyak 200 konten kampanye sosial di Instagram menggunakan metode analisis konten. Data diolah dengan tabulasi silang dan interpretasi deskriptif menggunakan aplikasi Microsoft Excel, IBM SPSS Statistics 25.0, dan web Voyant sebagai aplikasi pengolahan data kualitatif. Hasil efektivitas konten menunjukkan sebagian besar konten sudah menarik, menggunakan bahasa baku dalam penyampaian pesan, mengandung dua hingga tiga informasi, menimbulkan rasa sadar dan simpati pada pembaca, serta berpotensi mengubah perilaku pembaca. Kepada pembaca konten diharapkan dapat memilih dan membaca konten dengan bijak serta turut menerapkan kebiasaan yang dapat mengurangi sampah makanan.

Kata kunci: analisis isi, instagram, sampah makanan, kampanye sosial, pemasaran sosial

INTRODUCTION

The lockdown policy by the government when COVID-19 hit Indonesia in 2020 until early 2021 impacted the habits of people who choose to cook at home or buy food online, and when purchasing food, they will believe in large quantities to serve as stock. As a result, many foods lose their quality to the point of being inedible or rotten (Aliefia et al., 2021). This phenomenon is supported by data from the Ministry of Environment and Forestry (KLHK) in 2021, which shows that in Indonesia, waste generation has reached 22 million tons, of which the most significant type of waste is food waste, with a figure of (27,7%). The efforts that have been made to reduce the waste itself only reached (15,09%).

Therefore, it is necessary to provide knowledge education to increase awareness and change consumer behavior in properly and correctly implementing food waste. Social marketing is the realization of

Marketing technology by voluntarily influencing one's behavior and lifestyle and changing people's behavior toward a target (Putri & Prayoga, 2021). Dissemination of information related to food waste issues can encourage someone to reduce their food waste habits (Ramadhita, Ekayani & Suharti, 2021). This is supported by Sumarwan (2014), who explained that the decision model of a consumer in his consumption behavior could be influenced by marketing strategies, individual differences, and environmental factors.

The use of Instagram as an information marketing medium is evidenced by research conducted by Utami, Lestari, and Putri (2016). This study examined Instagram as a marketing communication medium that conveys information to their followers on the @smbtelkom Instagram account by using message strategies and media on posts—equipped with captions, hashtags, and additional information to clarify the purpose of communication and make it easier for the target audience to understand the purpose of the post. Social marketing activities in the form of content are following Kotler and Lee (2022). They state that the creative strategy of a marketer will change the content of the message that the marketer wants to convey into a specific form of communication consisting of logos, fonts, taglines, headlines, visuals, and colors. Then the marketer will determine whether the information conveyed will describe the behavior and benefits and emotional appeal in the form of fear, guilt, love, or surprise that aims to attract the attention of the target and persuade them to adopt the behavior that the marketer wants. Social campaigns are carried out as content to educate users regarding information, one of which is the #HabiskanMakananmu social campaign, which is a campaign related to the issue of food waste delivered through Instagram.

Behind all the effects of behavioral changes resulting from these social campaign activities, Nugraha, Sumarwan, and Yulianti (2018) stated that information conveyed through social campaign activities carried out on social media is still possible to get good or bad comments, genuine or fake. So information providers or marketers must provide campaign information suitably and appropriately (Aroustamian, 2018). This is supported by the statement of Närvänen et al. (2018), which mentions that previous research on food waste campaigns has only focused on the objective effects of different initiatives and interventions, while fewer studies have examined the content of their messages. Therefore, it is necessary to conduct a content analysis of social marketing messages in social campaign activities carried out by marketers on social media to determine the feasibility of marketed information.

Based on this explanation, the objectives of this research were to: (1) identify the form of content, characteristics of content, and characteristics of message content in the social campaign content of hashtag users #HabiskanMakananmu on Instagram social media, (2) analyze the effectiveness of social campaign content on hashtag users #HabiskanMakananmu on Instagram social media.

METHODS

This exploratory research or study aims to find and formulate problems from a particular phenomenon or symptom, as mentioned by Mudijiyanto (2018). Research with an exploratory design also aims to find new relationships from certain phenomena to find relationships between the symptoms to be studied and try to find out the form of these relationships (Purba & Simanjuntak, 2011). One of the new phenomena in question is identifying and analyzing the effectiveness of social campaign content on #HabiskanMakananmu on Instagram social media. This exploratory research was also conducted using the content analysis method. According to Krippendorff (2019), content analysis is not only limited to analyzing text. However, it can also analyze objects such as works of art, images, maps, sounds, signs, symbols, and even numerical records about a phenomenon that can be felt and observed. The stages of content analysis in this study refer to Eriyanto (2011), namely formulating goals and conceptualization; second compiling coding sheets; third formulating population and content analysis samples; fourth, coding all contents into the coding form that has been compiled; and sixth doing data input and analysis. This research was conducted by analyzing social campaign content that raised the topic of food waste, uploaded by someone on Instagram social media using #HabiskanMakananmu. This research was conducted starting with preparation, data collection, data coding, data processing, data analysis, and report writing from February 2022 to June 2022.

The population of this study was 4486 uploads on Instagram social media using #HabiskanMakananmu, consisting of many forms of content with varied message objectives. Using the purposive sampling technique, a sampling of 200 favorite uploads in the form of photos and images on #HabiskanMakananmu. Retrieval of the most favorite or top upload compared to the latest upload, commonly called recent, is taken because it represents an image with high engagement (Jebeile et al., 2021). The selected forms of content are uploaded in personal photos, poster images, slogan images, and comic images. The sampling process for the primary data of this study can be seen in the figure.

This study observes four variables: the form of content used, the characteristics of the content, the features of the message content, and the effectiveness of the social marketing content of HabiskanMakananmu. The first variable is the form of content studied by grouping the types of social marketing content uploaded on Instagram. Then it will be used as a sample in uploads with photo and image formats and grouped into personal photos, poster images, slogan images, or comic images. The content characteristics variable in this study is a modification of the variables from the research of Surijah et al. (2017), who analyzes account interactions and uploads on Bali tourism social media accounts. The second variable is the characteristics of the content, which is an element outside the content but still influences such as the type of Instagram account ownership, content publication time, number of followers, number of likes, and related hashtags. The third variable is the characteristics of the message content. The variables studied include image analysis, titles, warnings, appeals, and solutions. They were referring to the research of Sari et al. (2021) in analyzing discourse in the form of implicatures in COVID-19 public service advertisements on social media, which consists of three groups of implicatures, namely appeals, prohibitions, and warnings. Then the last variable is the effectiveness of the social campaign content of #HabiskanMakananmu, which researchers assess without adding a panelist. The component effectiveness of the content refers to the research by Rifandia and Sastika (2018), which includes aspects of attention, understanding, cognitive, affective, and behavior.

Collect data by searching for uploaded content using #HabiskanFoodmu on Instagram; the content is grouped based on its shape, then the required characteristics are analyzed. Next, all data that has been collected will be tested for frequency, cross tabulation and analyzed and interpreted descriptively using the Microsoft Excel 2010 application, Statistical Package for Social Science (SPSS) 25,0, and the Voyant Tools website, which is used to help measure qualitative data such as account names and hashtags, by showing words that often appear based on open questionnaire data (Hastuti, 2022). Finally, the descriptive data that is qualitative is coded by compacting the raw data so that the data that has been collected is grouped separately according to similar facts and topics (Mahpur, 2017).

RESULTS

Type of Content

Based on data from all selected content that has been analyzed, the percentage of content that has been chosen the most to carry out a food waste social campaign through #HabiskanMakananmu is in the form of poster content (64%) of the total content. The second order is the form of content in personal photos (25%). In comparison, the last order, namely slogan images (7,5%) and comic pictures (3,5%), are presented in Table 1.

Table 1 Distribution of social campaign content by type of content

Type of content	Total (n)	Total (%)
Private photo	50	25,0
Poster	127	63,5
Comic	7	3,5
Slogan	16	8,0
Total	200	100,0

Content Characteristics

Community accounts are the most common type of account ownership (40,5%) in uploading #HabiskanMakananmu social campaign content. They were followed by personal accounts (31%) and corporate accounts (24%). While from government accounts only (4,5%). One hundred twenty-six different accounts have uploaded the content of the #HabiskanMakananmu social campaign on Instagram, which is presented in Table 2.

Table 2 Distribution of social campaign content by account ownership type

Type of content	Total (n)	Total (%)
Personal	62	31,0
Community	81	40,5
Government	9	4,5
Corporate	48	24,0
Total	200	100,0

The number of followers from accounts that uploaded social campaign content in this study was divided into four groups, namely groups (1) in the 500 range and (2) in the 501-1000 range. (3) the 1001-6000 range, and (4) the >6000 range. The frequency analysis results show that the accounts that upload the most #HabiskanFoodmu campaign content come from the range of accounts with 1001–6000 followers (30%). With as many as 26 accounts being in the type of company account ownership to the number of followers with a range of 1001-6000

According to the survey results, it is known that the content of the #HabiskanMakananmusocial campaign was the most uploaded in 2021, reaching (63%). Whereas the previous year, in 2020, it only reached (25%). Followed by the following year, namely 2022, only (9%). Meanwhile, the minor content is in the 2017-2019 period, which is only (3%).

This study divided the number of likes into four group ranges. It is known that the content of the #HabiskanMakananmusocial campaign got the most likes in the range of 11-30 likes with 63 content. Followed by content that receives several likes in the range >70 likes, as much as 52 content. The number of likes on this campaign content has the smallest value of 0 likes, and the largest is 1,766 likes. A cross-tabulation test was also carried out between the content forms with the number of likes. The results showed that in the #HabiskanMakananmucampaign, the poster content form dominated (63,5%).

There are as many as 300 different related hashtags, with the number of related hashtags used reaching 1,788 hashtags across all social campaign content that has been analyzed. For example, the use of #SpendYourFood on the content of this social campaign has reached 200 times, followed by using #zerowaste and #foodwaste in a quarter of the analyzed social campaign content, 97 times and 74 times. Content with the number of hashtags in the range of 10 hashtags reaches 115 content. Meanwhile, content with hashtags in the range >20 hashtags only reached 31 content.

Characteristics of Message Content

The use of images in the content of this social campaign is divided into two categories, namely, yes or no. Based on the data obtained, most of the content (96,5%) uses images, and a small portion (3,5%) does not use images. All images used in the analyzed content were then grouped into five large groups representing all the images used in social campaign content. Based on data from all content that has been analyzed, it shows that most of the content of the #HabiskanFoodmu social campaign uses food images (37%)

Using titles in social campaign content is divided into yes and no. Based on the analysis conducted on the collection of social campaign content #HabiskanMakananmu, content that uses titles dominates as much as (71%). Furthermore, the content that uses the title is collected, then grouped again according to the title of the same meaning. The most dominant titles used to consist of 47 contents, with titles containing specific information related to food waste. While the content with the title in commemoration of the national holiday is the content with the minor title, which is only five contents

All forms of the message contain content that refers to the form of warning sentences collected so that as much as (80%) of social campaign content contains message content in the form of warnings. Then 160 content containing warning messages are grouped again based on the type of warning delivered. Based on the frequency analysis, the content with warning contents in the form of information and urgency is 142.

Appeal. All forms of message content on content that refers to the form of appeal sentences are collected so that as much as (83,5%) of social campaign content contains message content in the form of appeals. Then, the 167 content containing the appeal message was grouped again based on the type of appeal conveyed. Based on the frequency analysis, it was found that most of the content contained an appeal in the form of an invitation to finish the food, as many as 130 contents.

All forms of message content that refer to solution sentences are collected so that as much as (50,5%) of social campaign content does not contain message content in the form of solutions. However, apart from some campaign content that does not contain solution information, there are still others—content containing solution information. For example, the solution information conveyed by specific tips and steps reached 46 contents. Followed by content with other solutions that are still around food waste, as many as 42 content.

Table 3 Distribution of social campaign content by message content

Category	Total (n)	Total (%)
Warning		
Warning: finish food	12	6,0
Warning: information and urgency	142	71,0

Table 3 Distribution of social campaign content by message content (continue)

Category	Total (n)	Total (%)
Warning: don't waste/leave food	6	3,0
No warning	40	20,0
Appeal		
Appeal: invite to finish food	130	65,0
Appeal: another invitation	21	10,5
Appeal: an invitation not to waste food	16	8,0
No appeal	33	16,5
Solution		
Solution: manage food ingredients	11	5,5
Solution: certain tips/steps	46	23,0
Solution: Other	42	21,0
No solution	101	50,5

Effectiveness Of Content

In this study, the effectiveness of the content was tested, which aims to determine whether the marketing communication effects of the social campaign content are effective or not in conveying messages to readers—measuring the effectiveness of this message using DRM (Direct Rating Method), which consists of 5 aspects.

The attention aspect indicates whether a message can attract the reader's attention or not. Based on the data that has been analyzed, it is known that (98%) of the total sample content for the #HabiskanMakananmu social campaign has attracted readers' attention. In this aspect, cross-tabulation is also carried out with the characteristics of the content using images and titles. The results of the cross-tabulation test between the attention aspect (interesting) and the use of images showed that as many as 189 #HabiskanMakananmu campaign content that used images were interesting. In contrast, the campaign content that does not use images is only seven exciting content. Then, the results of the cross-tabulation test between the attention aspect (interesting) and the use of titles show as much as 141 content with the use of titles in the content of the #HabiskanMakananmu social campaign is interesting. At the same time, the content does not use a title but is interesting in only 55 content.

The aspect of readthroughness is an indicator that a message can be understood by readers who see the content of the message, which is judged in terms of language use. Based on the analysis results, it was obtained (67,5%) of the total number of social campaign content on #HabiskanMakananmu uses standard language. Meanwhile, content that uses non-standard language is minor content (15,5%).

The cognitive aspect is an indicator of determining the acceptance of a claim/statement from a message. Therefore, this study was modified to determine what aspects of knowledge were included in the message content, which was categorized into seven groups. Based on the analyzed data, it was found that in the content of the #HabiskanMakananmu social campaign, as many as (33%) included message knowledge in the form of warnings and appeals. Then, followed by content that includes all three types of message knowledge at once or entirely (32,5%). Finally, content that contains knowledge information in the form of solutions becomes content with the least amount of content, which is only (2%).

The affective aspect indicates that a message can describe/cause certain feelings and emotions. For example, it is known that the content of the #HabiskanMakananmu social campaign is dominated by content that raises awareness and sympathy for its readers (91,5%).

The behavior aspect indicates that a message can create reader attitudes that support the changes content creators expect. In this aspect, the analysis results show that almost the majority (90,5%) of the content of the #HabiskanMakananmu social campaign has the potential to change behavior as expected.

Table 4 Distribution of social campaign content by content effectiveness

Content effectiveness aspect	Total (n)	Total (%)
Attention		
Interesting	196	98,0
Not interesting	4	2,0
Read Throughness		
Formal	134	67,0

Table 4 Distribution of social campaign content by content effectiveness (continue)

Content effectiveness aspect	Total (n)	Total (%)
Informal	31	15,5
Mix	35	17,5
Cognitive		
Complete	65	32,5
Warning and appeal	66	33,0
Warning and solution	6	3,0
Appeal and solution	22	11,0
Warning	21	10,5
Appeal	16	8,0
Solution	4	2,0
Affective		
Awareness/sympathy	183	91,5
Fear/worry	9	4,5
Humor	8	4,0
Behavior		
Behavior-changing potential	181	90,5
No behavior-changing potential	19	9,5
Total	200	100,0

DISCUSSION

This study had a population of 4486 social campaign content using #HabiskanMakananmu. Based on the analysis results, it was found that most of the message content in the #HabiskanMakananmu social campaign was in the form of posters. The use of posters as the most frequently used social marketing promotion media is supported by the research of Caesar and Prasetya (2020). His research found that poster media increased respondents' knowledge and understanding regarding essential sanitation health promotion posters, namely students of Public Elementary School 01 Wonosco.

The characteristics of the content in this study aim to determine the external characteristics that support the content. One of the characteristics of the account type. The account ownership type that carried out the most social campaigns regarding #SpendYour Food came from the community account category. The type of community account ownership is the account that has the most followers in the range of 501 to 1000 people. Wulandari (2015) mentions that the presence of the community is one of the marketing alternatives because the community has advantages in the form of a large number of members and a network between similar communities that can be educated. As for the name of the account owner who uploaded the content of the #HabiskanMakananmu campaign at most, it came from a company account called @precycle.id. This company account is engaged in services to accommodate harvested fruits and vegetables that do not pass quality control and then distribute them back to consumers at relatively lower prices to help Indonesia reduce food waste. This goal aligns with the #HabiskanFood social campaign related to the movement to reduce food waste. Sutresna (2018) explained that when a company carries out social marketing, the company will benefit in the form of a positive image and reputation and is perceived as a company that cares about the community. This type of corporate account is known to have a relatively large distribution of accounts in the range of followers above 1000 followers.

Based on the time of publication, the content of the #HabiskanMakananmu social campaign was found to be the most uploaded in 2021. However, it is known that the #HabiskanMakananmu social marketing campaign was only officially launched at the end of 2020, precisely in August, by the Zero Waste Indonesia community. Therefore, the social marketing campaign has just developed and is busy being activated throughout 2021, causing more content for the #HabiskanMakananmu social campaign in 2021 than in the previous year. Then in the following year, in 2022, uploads of campaign content decreased. This is because the trend only lasts for some time and will always change depending on the socio-cultural conditions of the community (Kasmana, 2010).

The following content characteristics are in terms of the number of likes and the use of hashtags on #HabiskanFoodmu content. It is known in this social campaign content that most of the overall content gets a relatively low number of likes, which only gets a maximum of 30 likes. This is also in line with the theory of consumer attitudes by Sumarwan (2014), which states that consumer attitudes are expressions of consumer feelings about a product. Therefore, the object liked or not is an important factor in influencing

consumer decisions. When viewed from the group of content forms, the form of content in the form of posters gets the most likes. This follows Rahmawati (2021), who stated that poster media is a socialization media that is preferred by the public because of its attractive, colorful, striking shape and more accessible understanding. The number of hashtags used reached 1788, with the most frequently used hashtag being #HabiskanMakananmu as the main hashtag of this social campaign activity. This is followed by the use of the hashtags #zerowaste and #foodwaste, which are a global form of hashtag #HabiskanMakananmu which is the focus of this research. The use of hashtags on Instagram functions in grouping uploads according to specific themes to make it easier for someone to find these uploads and get more responses from people who are not even networked friends and even from other parts of the world (Putri, 2016).

Characteristics of message content is an analysis conducted on the content of the message conveyed on the social campaign content in the form of images, titles, and message information listed on the social campaign content. The images used to support the message content in the analyzed social campaign content are grouped into five groups of image types. The analysis found that the images most widely used in content were images of foods such as vegetables and fruits. Besides the use of images, there is also the use of titles to attract the reader's attention while completing the content of the message. For the use of titles, it is known that the content on #HabiskanFoodmu mainly uses the title as an attraction for readers to pay more attention to the message content in the content of the social marketing campaign.

The information contained in the content of the #HabiskanFoodmu social campaign is divided into warnings, appeals, solutions, and a combination of the three. Based on the analysis results, it was found that most of the social campaign content used a combination of warnings and appeals. The information in the form of warnings mainly contains the urgency of the impact caused by wasting food. Information in the form of a warning, one of which reads, "Eat your food or food waste will accumulate in the landfill and produce methane which increases global warming." Warning messages are important in informing and persuading individuals to understand the risks associated with certain behaviors (Murdock & Rajagopal, 2017). For information in the form of an appeal, at most, it contains an invitation to readers to change their eating habits to be wiser. A message containing an appeal is also interpreted by Bajari (2022) as an approach and giving a touch to the aspects used (stimulated) by communicators to the audience in conveying messages so that audiences change. This is stated in one of the appeal messages that read, "Come on, consume food wisely, so it does not become food waste." The appeal contains a subtle touch as an invitation to invite readers to change their food consumption wisely to avoid food waste. Furthermore, for information in the form of solutions, most of them contain solutions to manage food ingredients properly, one of which reads, "One way to contribute to reducing potential food waste is to consume fruit that looks less beautiful which has the potential to become waste." According to Maulana (2014), an excellent social campaign must be able to directly hit the target and be a creative solution to solving problems for the target.

After analyzing the form of the message, the characteristics of the content along with the characteristics of the message content from the sample content that has been collected, the next step is to assess the effectiveness of the content of the social campaign message, whether it is effective in conveying the desired message to the reader using DRM (Direct Rating Method). Attention effectiveness assesses whether the content is interesting or not. Most of the analyzed #SpendYourFood social campaign content includes content that attracts readers. The supporting aspect in assessing the attractiveness of content is also seen in the use of images and titles. Regarding image types, the most exciting content is content that uses images of food and garbage. Content that uses images, followed by striking colors, will attract readers' attention compared to content that tends to be monotonous and without images (Sumarwan, 2014). As for the use of titles, content that uses titles is the type of content that attracts readers' attention. This follows Fitria (2018), who explains that an attractive title and keywords will attract readers to view other advertisements.

Furthermore, the effectiveness of readthroughness is an aspect that assesses whether the reader can understand a message in terms of the use of language. Most of the content of the #HabiskanFoodmu social campaign uses standard language in conveying its message to readers. The standard language is Indonesian, which follows the applicable Indonesian language rules and refers to the KBBI. The dominance of the use of standard language is because a standard vocabulary does not change the structure of the Indonesian language, so it is easy to use as a communication tool between communities or ethnic groups in Indonesia (Ningrum, 2019).

Cognitive effectiveness (cognitive) is an aspect that assesses what knowledge is included in a message's content, such as information in the form of warnings, appeals, or solutions. For example, in the content of the #HabiskanFoodmu social campaign, it was found that most of the content included a combination of two pieces of information, namely warnings and warnings. The combination of the two pieces of information is like warning information in the form of "Do not keep food past the time limit!" which is then

followed by advisory information, "do not forget to pay attention to the duration of storage of beef, chicken, and salmon. Even cooked meat has a duration of storage, you know!". Following the principle of perceptual organization in Sumarwan (2014), namely the principle of someone who groups stimuli to form a unified meaning so that it is easier to remember the information if they are related rather than separated. In this case, any information included, such as a combination of warnings and warnings, warnings and solutions, as well as suggestions and solutions, can be related to each other and make it easier for the reader to understand and remember the message conveyed.

Affective effectiveness is an aspect that assesses a message that can cause feelings and emotions in the reader. For example, in the content of the #HabiskanFoodmu social campaign, it was found that the content contains messages that tend to cause feelings of awareness and sympathy for the readers. This follows Ulfa and Fatchiya (2018), who states that information from widespread social campaigns will make people aware of taking part in actual actions that impact the environment. The emergence of this feeling of awareness and sympathy is due to the information conveyed about our daily habits that can help reduce or even contribute to food waste, being aware of tips that can be done in order to reduce food waste, along with hadiths or fragments of verses of Al -Quran about the prohibitions and sins of wasting food and the advice to finish a food. Furthermore, content that provides a humorous effect to readers, such as comics and funny illustrations, accompanied by subtle humorous satire dialogues related to the habit of throwing food away. Furthermore, only one content causes fear and worries: information related to the negative impact of food waste on the depleting ozone layer. This phenomenon is considered to cause concern for readers because the impact caused by food waste is significant enough to affect the ozone layer.

Then the last is the behavioral effectiveness aspect, namely whether the message has the potential to change the behavior of the reader following the attitude expected by the content creator. Most of the content on #SpendFood is classified as content that can potentially change the behavior of its readers. This is assessed based on the direct inclusion of solution information, precise and targeted urgency, and appeal in making readers feel sympathetic and aware, as well as supporting factors in terms of images that attract readers' attention to read and understand the message of change conveyed. This is in line with Farahdiba (2020), who explained the importance of information received by consumers through marketing communications. In this case, the message information content of social campaign content plays an important role in shaping consumer perceptions, ultimately resulting in a behavior carried out by consumers.

Exploratory research using social campaign content analysis techniques on social media still needs to be improved, especially in what aspects of the characteristics are used in analyzing and how to assess the effectiveness of the campaign content. So in this study, researchers can use references from studies that are only almost similar. In addition, this research is still carried out subjectively from the researcher's point of view without adding another panel to help assess the messages and the effectiveness of the social campaign content.

CONCLUSIONS AND SUGGESTIONS

Based on the analysis carried out on the content sample #HabiskanMakananmu social campaign on Instagram, it is known that the most widely used form of social campaign content is poster image. Community accounts are the type of account ownership that most frequently uploads content for this social campaign, with the most publication time being in 2021. Based on the analysis results, the information that is most often included in the content of this campaign is warning information and advisory information. The results of the analysis of the effectiveness aspect of the campaign content show that most of the content of the #HabiskanMakananmu campaign engages with the use of images and titles and uses standard language in delivering messages so that all groups can understand the message well. The knowledge conveyed in the content of this campaign consists of two to three pieces of information in the form of warnings, solutions, and appeals that are related to each other so that they can form memories for their readers according to consumer perception theory. Most of the content of this campaign also creates a sense of awareness and sympathy. It has the potential to change their behavior following the wishes of social marketers, namely, to participate in taking real action to overcome food waste issues.

The development of the times and technology in the future causes more. Many platforms will be used to access information. It is hoped that future researchers can conduct further research on developing the message content of food waste social campaigns or other social marketing campaigns on other social media. The community, as social marketers, is expected to pay more attention to the elements that encourage the target's attractiveness and the completeness of the message information so that the target can adopt the expected behavior. The public as consumers is expected to be wiser and more critical in choosing

and accepting in order to avoid bias in receiving information provided by marketers with what is understood by consumers and to be able to freshly participate in the habit of spending on food so that food waste does not continue to accumulate. The government is expected to provide guidance and supervision of disseminating information, especially on global issues such as food waste; this problem causes adverse impacts on the earth and people worldwide regularly and not only periodically.

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