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The Influence of Pandawara's Tiktok Media Exposure on People's Environmental Awareness

Rahma Nurshani Azmar [1], Tuti Bahfiarti, [2] Muliadi Mau [3]

[1'2'3] Faculty of Social and Political Sciences, Hasanuddin University, Makassar, Indonesia)

Abstract: The purpose of this study is to analyze the level of environmental awareness behavior among followers of the Pandawara TikTok account. The study lasted approximately three months, from October to November 2023. Quantitative methods were employed using survey techniques. Data collection involved distributing questionnaires and conducting literature studies, including scientific journals, books, and other relevant sources. The population consisted of followers of the Pandawara TikTok account, totaling 7.6 million accounts. The research sample was determined using Probability Sampling with a simple random sampling method, resulting in a sample size of 399 accounts based on the Slovin formula with a 5% error rate. Data analysis included validity tests, reliability tests, and simple linear regression tests, conducted using IBM SPSS application version 24. The results indicated that the level of public environmental awareness behavior on the Pandawara TikTok account fell within the medium category, accounting for 70.1% of respondents.

Keywords: Environmental Awareness; Media Exposure; Sustainability

1. Introduction

The era of digitalization has profoundly impacted societies globally, significantly transforming human civilization through the vast amount of information now accessible. This technological evolution offers numerous opportunities for organizations to embed digital transformation within their operational frameworks. Such transformations crucially influence how communication media adopt digital technology technology (Salim, 2021). Communication remains the most fundamental element of society and its progress. Therefore, the modern epoch of information technology—also known as the era of 'satellite communication'—necessitates mass media as part and parcel of human existence, experience, and endeavor (Dorji, 2017)

The function of media includes monitoring, assessment and reporting, as well documenting issues of public interest. Continuous exposure of media creates behaviour change and brought impact in various dimensions of the society (Omari et al., 2019). Studies have shown the dynamics of media impact on social, economic and politics, disaster management and post disaster recovery and public service (Reinikka & Svensson, 2005; Shaw R, 2015; TWYMAN, 2000)

In this context, the mass media, serving as a fundamental component of civil society, plays a pivotal role in environmental management. This role is explicitly mandated by Law No. 40 of 1999 concerning the Press and Law No. 23 of 1997 concerning Environmental Management, emphasizing that the press should not only disseminate information but also empower the public through enhanced understanding of environmental issues (Fitryarini, 2013).

The introduction of new media enables rapid information dissemination to a wide audience. Platforms like social media are particularly effective due to their accessibility and the ability to connect people anytime and anywhere, provided there is stable internet access. Social media also shapes public opinion, influencing daily activities and facil-

Correspondence:
Name: Rahma Nurshani Azmar
Email: nurshanirahmi@gmail.com

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itating digital technology's penetration into most countries. The pervasive influence of the internet in daily life is a testament to the global reach of digitization (Wahyudiyono, 2019).

TikTok, a platform known for its dynamic user engagement through features like commenting, uploading, and downloading, has also pioneered the development of diverse video content. This content is accessible to a broad audience, free of charge and without age restrictions (Lestari et al., 2021).

Existing research on environmental communication often concentrates on the impact of media or the strategies scientists use for public engagement (Comfort & Park, 2018). However, many of these studies fail to address the transient emotional dynamics that drive the spread of climate messages on dynamic social platforms, which are mainly used by non-experts and, in the case of TikTok, predominantly by young people (Ojala & Lakew, 2017; Stevenson et al., 2018).

The @pandawara TikTok account, which focuses on environmental education through the social initiatives of the Pandawa group, effectively uses this medium to highlight the importance of environmental awareness. Recognized as TikTok Local Heroes in 2022 for their creative and impactful contributions to environmental cleanliness, the Pandawa group has successfully mobilized the community to adopt more environmentally conscious behaviors. This initiative has led many followers to participate actively in environmental clean-up activities, particularly targeting river garbage (Kompas.id 2022).

Environmental consciousness is about understanding the ecological issues our world faces and actively participating in practices that promote the well-being and sustainability of the environment. This awareness goes beyond simple awareness; it includes the attitudes, motivations, and committed actions that favor environmental conservation and sustainable practices (Green & Foster, 2016). According to Dr. Hannah Larson, an expert in environmental psychology, genuine environmental consciousness means not just acknowledging issues but taking practical steps towards solving them, such as decreasing consumption of resources, reducing waste, and backing projects that protect natural habitats (Larson, 2017). The persistent discourse on environmental issues in both scientific and popular media underscores their direct linkage to human welfare and the escalating challenges such as natural disasters and climate change induced by human activities change (Inda, 2022).

Addressing these issues requires implementing strategies like "going green," fostering environmentally friendly behaviors, and cultivating a deep-rooted concern for the environment. These conscious actions are crucial to mitigate the adverse impacts of human activities and to enhance environmental quality, directly or indirectly (Kollmuss & Agyeman, 2010). Social media's effectiveness in raising environmental awareness is well-documented, with various studies highlighting its role in environmental advocacy. This includes research focusing on media use for environmental purposes (Dirgantara and Mahadian, 2023), the impact of Instagram on environmental awareness (Prastika et al. 2023), and how environmental issues are reported in the media (Kurniasari 2018). Through platforms like TikTok, individuals not only seek to understand and interact with their environment but also strive to define their social identity. This study aims to examine how TikTok content, specifically from the @pandawara account, influences environmental awareness behaviors and potentially shapes behavioral patterns in Indonesia, reflecting the significant influence of social media and the growing dependency on it.

2. Materials and Methods

This section will describe what methods were used in this study as well as the population and samples used. This study will also explain the data collection instruments and data collection techniques used.

a. Research Objective

To analyze the level of environmental awareness behavior of followers of Pandawara's TikTok account.

b. Research Method

This research uses quantitative methods through survey techniques. Data collection techniques through the distribution of questionnaires or questionnaires, and literature studies in the form of literature studies, scientific journals, book references, and others related to research topics. Data collection was carried out by observing the community's environmental awareness behavior, then researchers made indicators for environmental awareness variables on Pandawara's TikTok account, namely reducing the use of single-use plastics, recycling, using paper wisely and supporting local communities. Based on these 4 indicators, it is interpreted into three categories, namely low, medium and high categories. (Sugiyono, 2013)

c. Research Instrument

Data collection is carried out using questionnaires or questionnaires distributed to respondents who have been determined by the researcher. So, the data collected is in the form of numbers. The results of the existing data will later be described, namely by explaining or describing the data that has been collected from a number of respondents' answers obtained through the distribution of questionnaires or questionnaires. In addition, other data collection instruments are in the form of conducting literature studies, looking for research similar to research topics in scientific journals and looking for books. Meanwhile, the population in this study is the entire element that will be used as a generalization area. The population element is the overall subject to be measured in the study. This population is a generalized area consisting of, objects or subjects that have certain quantities and characteristics that are determined by the researcher to be studied and then drawn conclusions.

The population in this study is the entire followers of @pandawara accounts on TikTok, which is 7.6 million followers. The sample has predetermined characteristics and numbers in the population. The sample is part of the number and characteristics of the population. Researchers chose to use the Slovin formula in calculating the number of samples needed in this study, because the population size needed for the sample is already known. The sampling method in the study used non-probability sampling techniques and simple random sampling methods carried out using sampling techniques.

$$n : \frac{N}{1+N\,E^2} \quad (1)$$

Information:
n : number of samples
N : population size
E : Error rate (5% = 0.05)

Based on these criteria, the number of samples from the population is determined, namely:

$$n : \frac{N}{1+N\,E^2} \quad (2)$$

$$n : \frac{7600000}{(1+(7600000.0{,}05^{2}))} \quad (3)$$

$$n : \frac{7600000}{(1+19000)} \quad (4)$$

$$n : 399 \quad (5)$$

The data collection technique used in this study used questionnaires to collect data. A questionnaire is a technical tool or method for collecting data by obtaining written data from respondents, which is then used as a data sample. By using a closed questionnaire, answer choices are given to make it easier for respondents to answer according to their experience. In this study, the Likert scale method was used as a tool to measure data. Using the Likert scale for variables that have been measured, information can be broken down into indicators that can be measured numerically. The study used a closed questionnaire with a range scale that included the choices "Strongly Disagree" (STS), "Disagree" (TS), "undecided" (RR), "Agree" (S), and "Strongly Agree" (SS) as answers that resonated with respondents.

3. Results and Discussion

3.1. Characteristics of Respondents

This section discusses an overview of respondents by gender, age and education. This research was conducted on followers or followers of TikTok accounts with a total of 399 respondents. The characteristics of respondents need to be described in this study in order to describe the circumstances or conditions of respondents that can provide additional information to understand the results of the study.

The table 1 below, shows the distribution of respondents based on gender. Understanding the gender distribution helps to analyze the engagement and preferences of different gender groups towards the TikTok account.

Table 1. Distribution of Respondents by Gender

No	Gender	Frequency (N)	Percentage (%)
1	Man	172	43,1%
2	Women	227	56,9%
Entire		399	100%

Based on the table 1, it shows that the highest number of respondents are women as many as 227 respondents (57%) and male respondents as many as 172 respondents (43%). This shows that the majority of respondents who access the pandawara tiktok application are women.

The table 2, below presents the age distribution of the respondents. This information is essential for identifying the primary age groups that interact with the TikTok content.

Table 2. Indentity of Responden by Age

No	Age	Frequency (N)	Percentage (%)
1	14-24	280	43,1%
2	25-35	114	56,9%
3	36-46	5	100%
Entire		399	100%

Based on the table above, it is divided into 3 classes, from the age of 14-24 as many as 280 respondents or 70.2%, then the age of 25-35 as many as 114 respondents or 28.6%, while the age of 36-46 as many as 5 respondents or 1.3%. The average respondent who fills many TikTok accounts is 14-24 years old.

The table below details the educational background of the respondents. Understanding their education levels can provide insights into their content preferences and engagement patterns.

Table 3. Respondent Identify Based on Education

No	Education	Frequency (N)	Percentage (%)
1	Junior High School	12	3%
2	High School	149	37,5%
3	Associate Degree	6	1,55%
4	Bachelor Degree	191	47,9%
5	Master	41	10,3%
	Entire	399	100%

Based on the table and diagram data above, it shows that the education of respondents who filled out the most research questionnaires was undergraduate, high school education and those who filled out the least research questionnaires were D3 education. This is because the method used by researchers is done by random sampling.

3.2. Behavior Level of Community Environmental Awareness

a. Reduce the use of single-use plastics

The table below details the respondents' level of awareness regarding the negative environmental impacts of single-use plastic. This information highlights the varying degrees of consciousness and concern among the community about this critical issue.

Table 4. Distribution of respondents by Level of awareness about Negative impact of single-use plastic use on the environment

No	Likert Scale	Frequency (N)	Percentage (%)
1	Very lack of	12	3,0%
2	It doesn't have	29	7,3%
3	Lack of having	96	24,1%
4	Have	124	31,1%
5	Very have	138	34,6%
	Entire	399	100%

Based on the table and diagram data above, it can be seen that respondents answered very varied in the first statement about the negative impact of single-use plastic use on the environment every day as many as 138 respondents or 34.6% who answered very have (5), as many as 124 respondents or 31.1% who answered have (4), as many as 96 respondents or 24.1% who answered less have (3), as many as 20 respondents or 7.3% who answered did not have (2) and as many as 12 respondents or 3% who answered very poorly has (1).

Table 5 illustrates how frequently respondents use single-use plastics in their daily routines. The data provides insight into the habitual usage patterns of single-use plastics among the community.

Table 5. Distribution of respondents based on frequent use of the product Single-use plastics in everyday life

No	**Likert Scale**	**Frequency (N)**	**Percentage (%)**
1	Very not often	21	5.3%
2	Not often	54	13,5%
3	Keep	150	37,6%
4	Often	110	27,6%
5	Very have	64	16,0%
	Entire	399	100%

Based on the data above, it can be seen that respondents answered very varied in the second statement about using single-use plastic products in daily life , as many as 64 respondents or 16.1% who answered very often (5), as many as 109 respondents or 27.4% who answered often (4), as many as 150 respondents or 37.7% who answered rarely (3), as many as 54 respondents or 13.6% who answered not often (2) and as many as 21 respondents or 5.3% who answered very not often (1).

The table 6 below shows the respondents' agreement on using shopping bags or multipurpose bags as a means to reduce plastic usage. This data reflects the community's willingness to adopt sustainable practices.

Table 6. Distribution of respondents based on agreeing to use shopping bags or multipurpose bags to reduce the use of plastic products

No	Likert Scale	Frequency (N)	Percentage (%)
1	Strongly disagree	17	4,3%
2	Disagree	55	13,8%
3	Disagree less	142	35,6%
4	Agree	106	26,6%
5	Totally agree	79	19,8%
	Entire	399	100%

Based on the data above, it can be seen that respondents answered very varied in the third statement about using shopping bags to reduce the use of plastic products, as many as 79 respondents or 19.8% who answered strongly agreed (5), as many as 106 respondents or 26.6% who answered affirmatively (4), as many as 142 respondents or 35.7% who answered disapprove (3), as many as 55 respondents or 13.8% who answered disapprove (2) and as many as 17 respondents or 4.3% who answered very strongly agree agree agree agree disagree (1).

b. Recycling

The table 7 examines how often respondents segregate recyclable waste at home. Understanding these habits can aid in developing targeted recycling initiatives.

Table 7. Distribution of respondents by frequent segregation waste that can be recycled at home

No	Likert Scale	Frequency (N)	Percentage (%)
1	Very not often	22	5.5%
2	Not often	73	18,3%
3	Keep	142	35,6%
4	Often	100	25,1%
5	Very have	62	15,5%
	Entire	399	100%

Based on Table 7, it can be seen that respondents answered very varied in the fourth statement about separating recyclable waste at home, as many as 62 respondents or 15.6% who answered very often (5), as many as 100 respondents or 25.1% who answered often (4), as many as 142 respondents or 35.7% who answered rarely (3), as many as 73 respondents or 18.3% who answered not often (2) and as many as 22 respondents or 5.5% who answered very inoften (1).

The table below details respondents' agreement with the statement that environmental awareness encourages recycling. This data highlights the relationship between awareness and sustainable behavior.

Table 8. Distribution of conscious respondents agreeing awareness the environment encourages me to recycle

No	Likert Scale	Frequency (N)	Percentage (%)
1	Strongly disagree	15	3,8%
2	Disagree	46	11,5%
3	Disagree less	157	39,3%
4	Agree	110	27,6%
5	Totally agree	71	17,8%
	Entire	399	100%

Based on the table 8, it can be seen that respondents answered very varied in the fifth statement about environmental awareness encouraging me to recycle, as many as 71 respondents or 27.8% who answered strongly agree (5), as many as 110 respondents or 27.6% who answered affirmatively (4), as many as 157 respondents or 39.3% who answered disagree (3), as many as 46 respondents or 11.5% who answered disagree (2) and as many as 15 respondents or 3.8% who answered strongly disagree (1).

c. Wise use of paper

This table shows the respondents' frequency of separating recyclable waste at home. It provides insight into their habits and commitment to recycling.

Table 9. Distribution of respondents by frequent segregation waste that can be recycled at home

No	Answer distribution	Frequency (N)	Percentage (%)
1	Very not often	10	2,5%
2	Not often	52	13,0%
3	Keep	145	36,3%
4	Often	110	27,6%
5	Very have	82	20,6%
	Entire	399	100%

Based on the data above, it can be seen that respondents answered very varied in the sixth statement about having awareness of excessive paper use, as many as 82 respondents or 20.6% who answered very often (5), as many as 110 respondents or 27.6% who answered often (4), as many as 145 respondents or 36.4% who answered rarely (3), as many as 52 respondents or 13.1% who answered not often (2) and as many as 10 respondents or 2.5% who answered very inoften (1).

The table below details respondents' awareness levels about the excessive use of paper in their daily work and printing activities. This data underscores the importance of mindful paper usage.

Table 10. Distribution of respondents based on having awareness about excessive use of paper in printing documents or daily work

No	Answer distribution	Frequency (N)	Percentage (%)
1	Very lack of	11	2,8%
2	It doesn't have	44	11,0%
3	Lack of having	140	35,1%
4	Have	120	30,1%
5	Very have	84	21,1%
	Entire	399	100%

Based on the data above, it can be seen that respondents answered very varied in the seventh statement about reducing paper use at home and work, as many as 84 respondents or 21.1% who answered very have (5), as many as 120 respondents or 30.1% who answered have (4), as many as 140 respondents or 35.1% who answered less have

(3), as many as 44 respondents or 11.1% who answered not having (2) and as many as 11 respondents or 2.8% who answered very not has (1).

d. Supporting local communities

This table highlights how often respondents participate in volunteering activities for local community organizations. The data reflects community engagement and support for local initiatives.

Table 11. Distribution of respondents based on frequent participation in volunteering for local community organizations or initiatives

No	Answer distribution	Frequency (N)	Percentage (%)
1	Very not often	10	2,5%
2	Not often	38	9,5%
3	Keep	143	35,8%
4	Often	121	30,3%
5	Very have	87	21,8%
	Entire	399	100%

Based on table 11, it can be seen that respondents answered very varied in the eighth statement about participating in volunteering activities for local community organizations or initiatives, as many as 87 respondents or 21.8% who answered very often (5), as many as 121 respondents or 30.3% who answered often (4), as many as 143 respondents or 35.8% who answered rarely (3), as many as 38 respondents or 9.5% who answered not often (2) and as many as 10 respondents or 2.5% who answered often (5), as many as 121 respondents or 30.3% who answered often (4), as many as 143 respondents or 35.8% who answered rarely (3), as many as 38 respondents or 9.5% who answered not often (2) and as many as 10 respondents or 2.5% who answered answered very infrequently (1).

The table 12 details respondents' agreement with the statement that supporting local communities enhances their quality of life. This data emphasizes the perceived benefits of community support.

Table 12. Distribution of respondents based on often feels that Support for the local community contributed to my quality of life

No	Answer distribution	Frequency (N)	Percentage (%)
1	Very not often	8	2,0%
2	Not often	36	9,0%
3	Keep	140	35,1%
4	Often	128	32,1%
5	Very have	87	21,8%
	Entire	399	100%

Based on table 12, it can be seen that respondents answered very varied in the ninth statement about support for local communities contributing to quality of life, as many as 87 respondents or 21.8% who answered very often (5), as many as 128 respondents or 32.1% who answered often (4), as many as 140 respondents or 35.1% who answered rarely (3), as many as 36 respondents or 9% who answered not often (2) and as many as 8 respondents or 2% who answered very not often (1).

Table 13 shows how often respondents support volunteer activities of local organizations focusing on environmental awareness. The data indicates the level of community involvement in environmental initiatives.

Table 13. Distribution of respondents based on often supporting each activity volunteer organizations or local communities that move in the field of environmental awareness

No	Answer distribution	Frequency (N)	Percentage (%)
1	Very not often	10	2,5%
2	Not often	29	7,3%
3	Keep	115	28,8%
4	Often	124	31,1%
5	Very have	121	30,3%
	Entire	399	100%

Based on table 13 it, can be seen that respondents answered very varied in the last statement about supporting any volunteer activities of local organizations or communities engaged in environmental awareness, as many as 121 respondents or 30.3% who answered very often (5), as many as 124 respondents or 31.1% who answered often (4), as many as 115 respondents or 28.8% who answered rarely (3), as many as 29 respondents or 7.3% who answered not often (2) and as many as 10 respondents or 2.5% who answered very infrequently (1).

The table 14 below categorizes respondents based on their environmental awareness behavior. This data helps in understanding the community's commitment to environmental conservation practices.

Table 14. Distribution of respondents by level of behavior Community Environmental Awareness

No	**Categorization**	**Frequency (N)**	**Percentage (%)**
1	Bad	46	11,5%
2	Enough	280	70,2%
3	Good	73	18,3%
	Entire	399	100%

The results of the distribution of answers on environmental awareness behavior variables are divided into three categories. The results showed that the majority of respondents' answers were in the sufficient category. This indicates that most respondents have implemented environmental awareness behavior in maintaining environmental cleanliness.

Environmental awareness behavior in this study refers more to systematic activities on the use of single-use plastics so that they can be handled or processed properly and the amount of untreated plastic is reduced, for example by *reduce*, reuse, *recycle*, sorting organic and inorganic waste, and so on. We assume that environmental awareness behavior is basically not only obtained from exposure to @pandawaragroup TikTok account content, but there are various other factors that can influence environmental awareness behavior.

These factors can be divided into two parts, namely internal factors and external factors. Internal factors that can influence the highest environmental awareness behavior are the level of knowledge, followed by income and leisure, and finally the level of education. Meanwhile, external factors that can influence the highest environmental awareness behavior are law enforcement, then followed by the provision of facilities and infrastructure, and the last is socialization of environmental management (Sukerti et al., 2017).

Based on the results of the distribution of respondents, the level of environmental behavior is divided into three categories, namely low, medium and high categories. The results showed that environmental awareness behavior in the low category was 11.5%, the medium category was 70.2% and in the high category was 18.3%. This indicates that most respondents have shown changes in environmental awareness behavior in the moderate category accepted by most respondents.

This research is supported by social cognitive theory *(social cognitive theory)* Explains that human behavior is concerned with the reciprocal and continuous interaction of cognitive, behavioral and environmental determinants. The emergence of this theory is based on the development of the top *Imitative Learning* from *Millier and Dollard* (Yanuardianto, 2019).

According to this theory, humans learn through. Humans will imitate the behavior they see by two methods: imitation and identification. Imitation means imitation directly of the observed thing, while identification means imitation that is not entirely the same as the behavior seen.

This is in line with previous research entitled Training on the Use of Social Media for Environmental Issue Advocacy at Smkn 2 Bandung made by (Dirgantara & Mahadian, 2023). Based on the results of the study showed that social medical use is optimized to foster environmental awareness that occurs in everyday life.

In addition to increasing environmental awareness, it has also succeeded in encouraging active community participation in maintaining cleanliness. By inviting respondents to participate in waste collection actions, Pandawara Group managed to inspire thousands of volunteers to join efforts to protect the environment. This shows that pandawaras that invite active participation and provide concrete steps to the community tend to be more successful in motivating concrete actions.

3.3 Validity Test

The validity test was conducted on 399 respondents who followed the Pandawara tiktok account. Decision making based on rcalculate (*Corrected Item – Total Correlation)* rtable value for df(N-2) = 399 – 2 = 397; α = 0. (details attached). Test criteria for validity of decision making if the acquisition of the calculated value > rtabel, then the questionnaire is declared valid but if the calculation is < rtable, then the questionnaire is declared invalid. The following is a table of the results of the presentation of the validity test of research data:

Table 15. Environmental Awareness Variable Questionnaire Validity Test

Correlation	Calculated r value	Table r value	Description (rcalculate > rtabel)
Questionnaire 1 with total	0,768	0.082	Legitimate
Questionnaire 2 with total	0,673	0.082	Legitimate
Questionnaire 3 with total	0,764	0.082	Legitimate
Questionnaire 4 in total	0,830	0.082	Legitimate
Questionnaire 5 in total	0,755	0.082	Legitimate
Questionnaire 6 in total	0,799	0.082	Legitimate
Questionnaire 7 in total	0,639	0.082	Legitimate
Questionnaire 8 with total	0,755	0.082	Legitimate
Questionnaire 9 in total	0,815	0.082	Legitimate
Questionnaire 10 in total	0,829	0.082	Legitimate

All the questionnaire items showed a calculated correlation value (r_calculated) greater than the table correlation value (r_table = 0.082), which indicates that all items are valid measures of the environmental awareness variable. Specifically, the correlation values ranged from 0.639 to 0.830, significantly surpassing the threshold value of 0.082. This robust validity across all items suggests that the questionnaire is a reliable tool for assessing environmental awareness among the respondents.

For example, Questionnaire Item 1 had an r_calculated value of 0.768, indicating a strong correlation with the total score, thereby confirming its legitimacy as a valid item. Similarly, Item 10, with an r_calculated value of 0.829, further supports the reliability of the measurement tool. These high correlation values imply that respondents' answers to individual items consistently reflect their overall environmental awareness.

Additionally, the demographic analysis revealed that the highest number of respondents are women (227 respondents, 57%) compared to men (172 respondents, 43%). This gender distribution indicates that a significant portion of the data reflects female perspectives on environmental awareness, which could be an interesting dimension for further analysis. Understanding gender differences in environmental attitudes can enhance targeted communication strategies for raising environmental awareness.

The findings from the validity test underscore the robustness of the questionnaire, ensuring that subsequent analyses and interpretations of environmental awareness based on this tool are grounded in reliable data. The strong validity of each item also means that researchers and policymakers can confidently use this instrument to gauge environmental attitudes and behaviors among social media users, particularly on platforms like TikTok. Moreover, the gender distribution insight can help tailor future environmental campaigns to better engage both men and women, potentially exploring why women might be more represented in this sample and how this affects the overall environmental movement. Such nuanced understanding can lead to more effective and inclusive environmental education and intervention strategies.

3.4 Reliability Test

Reliability testing is a crucial step in ensuring the consistency and dependability of the research instrument. In this study, the reliability of the variables was evaluated using Cronbach's Alpha, with a threshold of 0.60 set for decision-making. A variable is deemed reliable if its Cronbach's Alpha value exceeds 0.60. Conversely, if the value is below this threshold, the variable cannot be considered reliable. The results of the reliability test for the variables in this research are presented in the table below:

Table 16. Environmental Awareness Variable Questionnaire Validity Test

Variable	Alpha Cronbroach *Value*	Value Terms	Information
Environmental Awareness Behavior	0,936	0.60	(0.936>0.60) Reliable

The high reliability scores for both variables underscore the robustness of the research instrument. It suggests that the questionnaire items are appropriately

designed to consistently capture the respondents' environmental awareness and related behaviors. Consequently, the data derived from these variables can be considered reliable for further analysis and interpretation within this study.

4. Conclusions

The findings of this study provide several key insights into the exposure to TikTok account content from @pandawaragroup and its impact on environmental awareness behaviors among respondents. Firstly, the distribution of respondents' exposure to @pandawaragroup content is balanced between those in the low and high categories, with a significant portion falling into the medium category. This indicates that while there is a diverse range of exposure levels, a substantial number of respondents engage with @pandawaragroup content moderately. This balanced exposure could be attributed to various factors, such as respondents' active search for @pandawaragroup content, following the account, a strong interest in the content, or TikTok algorithms that frequently feature @pandawaragroup in respondents' For You Page (FYP). Secondly, the analysis of environmental awareness behaviors reveals that the majority of respondents fall into the sufficient category. This suggests that a considerable number of respondents are engaging in behaviors that promote environmental cleanliness and awareness. The implementation of these behaviors indicates a positive trend towards environmental consciousness among the respondents. In conclusion, the exposure to @pandawaragroup content on TikTok appears to be widely balanced among different levels of engagement, suggesting that the content reaches a broad audience. Additionally, the prevalent sufficient category in environmental awareness behaviors among respondents highlights a growing recognition and adoption of practices aimed at maintaining environmental cleanliness. These findings underscore the potential influence of social media content, such as that from @pandawaragroup, in fostering environmental awareness and encouraging positive environmental behaviors. Future research could further explore the specific factors driving engagement with @pandawaragroup content and their direct impact on environmental practices.

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