Analysis of Innovation Diffusion in Environmental Awareness Campaigns Through Educational Content on Instagram EcoBali Recycle

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Article Info	ABSTRACT
	People who are not yet aware of the importance of protecting the environment need to be educated and socialized about the importance of being environmentally aware. Education can be done in many ways. EcoBali Recycling brings environmental issues by actively inviting people to minimize waste. The social media they manage displays a lot of education about living with care for waste. This study aims to identify how the EcoBali Recycling community can change people's behavior and mindset in the environmental awareness campaign program on Instagram social media. The method used in this study is a descriptive qualitative method with specifications for tracing information in detail. Specific research requires a systematic flow to obtain the overall analysis of innovation diffusion. The study results show that the Instagram @ecoBaliRecycle has successfully influenced a person's attitudes, opinions, and behavior through persuasive communication, starting from informing, explaining, and convincing people about being environmentally aware. It can be concluded that overcoming waste by changing mindsets and behavior is very important to minimize household waste, manage waste, and sort waste for recycling. **Keywords:** Diffusion of Innovation, Environmental Awareness, EcoBali Recycle

Introduction

The environment is the residence of living things used as natural resources, which are helpful to support daily activities. Humans use the surrounding environment to carry out all activities and get reciprocity, both positive and negative impacts. This is because the environment will be good if it is well maintained and will become a bad environment if it is not maintained according to its function (Amir Rahim et al., 2019; Vallverdu-Gordi & Marine-Roig, 2023). Protecting the environment is an important thing that humans must have as a responsibility to preserve it, for

example, knowledge about use, protection, preservation, and so on (Puspitasari & Resmalasari, 2023). The most important thing to maintain the environmental ecosystem is cleanliness, which is necessary. Cleanliness must exist because everything we need is in the surrounding environment, including food, clothing, shelter, work, etc. Maintaining cleanliness means maintaining the chain of life. Maintaining homes and public places creates a clean and healthy lifestyle; this is a common task and obligation considering the importance of respecting the environment so as not to cause damage, disease, and stagnation of function (Moridu et al., 2023).

People who lack awareness of environmental issues need to be educated and socialized about the importance of being aware of the environment. Education can be done in many ways, including by anyone, including the government, fellow communities, agencies, and others. This education is always intensified by all fields in Indonesia, especially in urban areas. With a dense population and abundant slums in urban areas, it has become a common concern. Not only in urban areas, in 2024, villages in Indonesia also had a cleanliness program that was carried out through socialization to residents, installation of warnings of litter disposal, procurement of community service programs, and others. In this digital era, internet technology has a strategic space to educate the public with an extensive range of goals, meaning that the target participants are not limited to distance, place, or time. Environmental education can be done through social media, because social media is a new lifestyle that almost everyone follows in Indonesia. Not only can it be used as a tool to convey messages, but it can also create a community that focuses on certain issues and builds relationships for discussion, interaction, sharing, and education (Windayanti & Mahadewi, 2023).

Waste research in 2024, based on data from the National Waste Management System (SIPSN), showed that 11.4 million tons of waste were not appropriately managed. This is a serious threat to environmental sustainability in Indonesia. The waste problem is part of the environmental issue, and waste management is still a national issue that is the center of attention of many circles. The involvement of the general public in processing waste from households can help waste management at the national level to be more efficient and effective (Suhardjono et al., 2021). The volume of waste that continues to rise can overwhelm the government in sorting it, especially if the community does not ease the burden. Basically, the perpetrators of pollution are the community itself; the government is only trying to help manage, even though that cannot be maximized, considering the many problems that hinder management. The research also conveyed that Indonesia is still the second-largest producer of plastic waste after China. Therefore, we must take all ways to be better (Dekye et al., 2021).

People's lifestyles in cyberspace influence the real world, where people easily access social media without any post filters. So, content creators have an important position in terms of controlling the perception or views of many people just by passing through their posts (Widaswara & Pramana, 2022). Therefore, educational posts related to the environment are needed to influence public perception about the importance of protecting the environment. The use of social media, especially Instagram, is the main forum to reach a wider range of the general public. Because this is a new idea in the role of educating the public, also known as the diffusion of innovation. The diffusion of innovation allows the process of disseminating information faster to the community

and achieving common goals. The community is the main target for the campaign to provide literacy so that there is a better change in behavior by its goal, which is to be environmentally conscious (Susanto, 2024). The use of social media will have an impact on users' way of life. Since COVID-19 has occurred everywhere, information through social media is very easy to spread because people use it from their homes to reach their daily activities (Aprianita & Hidayat, 2020).

The need and urgency of environmental problems have stimulated Indonesian youth to innovate in public education, such as the community in Bali, EcoBali Recycling. Some young people with their anxiety have succeeded in making the community care about waste by educating through social media posts or doing many other things in the real world, such as launching waste bank facilities, conducting socialization in schools, and villages. EcoBali Recycling brings environmental issues by actively inviting the community to minimize waste. The social media they manage displays a lot of education about living with waste care, not just posts, but they have indeed implemented it directly in Bali, so that their posts are more valuable than other platforms that only provide a lot of support and motivation to recycle waste (Utami & Yuliati, 2022).

Overall, the activities carried out by this community are to change the mindset and behavior to be able to overcome the waste problem. Because if you look at it more closely, regions in Indonesia have not been optimal in waste management, so there is a need for preventive measures and waste sorting. There are many movements to overcome samah in Bali in response to the governor's decree regarding PSP restrictions. EcoBali Recycling takes a wider opportunity to be active on Instagram as a form of follow-up plan to solve daily waste problems. The goal is to be known and followed by the wider community, which cannot be reached by the scope of the community. This study focuses on the Instagram social media accounts @EcoBaliRecycle, which is important data for research because they have their own advantages in educating the public.

From the various problems in the background, the researcher is interested in knowing the concept of social media brought by EcoBali Recycling in changing people's mindsets. This study aims to identify how the EcoBali Recycling community is able to change people's behavior and mindset in an environmentally conscious campaign program on Instagram social media. Therefore, this study is entitled "Analysis of Innovation Diffusion in Environmental Awareness Campaign Efforts Through Educational Content on EcoBali Recycling's Instagram".

Indonesia continues to face significant challenges in waste management, with over 11 million tons of waste remaining unmanaged annually. Despite various government-led initiatives and programs to encourage proper waste disposal and recycling, public participation remains low, especially in urban and suburban settings. This issue is further exacerbated by citizens' lack of awareness and education regarding sustainable waste practices. Social media, a powerful tool for modern communication, has yet to be fully optimized in delivering environmental education that effectively transforms public behavior.

In this digital era, where social platforms influence lifestyle choices, environmental awareness campaigns require innovative approaches beyond conventional messaging. While Instagram has become an engaging medium for advocacy, not all environmental content resonates or leads to behavior change. The case of EcoBali Recycling stands out due to its consistent and

action-oriented educational content. However, a deeper analysis is needed to determine how effective this model is in promoting behavioral change and mindset shifts toward environmental consciousness among its followers.

The urgency of this research stems from the pressing environmental crisis in Indonesia, particularly the rise of unmanaged waste and the nation's ranking as one of the world's top plastic polluters. Traditional educational efforts alone are insufficient to create widespread behavioral change. Therefore, understanding how digital innovations—particularly through social media campaigns—can effectively promote environmental awareness is critical for designing scalable and impactful solutions for sustainable development.

Widaswara & Pramana (2022) discussed how innovation diffusion and social media adoption contribute to educational campaigns during the digital learning era. Their findings highlight the effectiveness of content aligning with audience interests and using persuasive visual communication to influence public perception. This suggests that platforms like Instagram can be a tool for behavioral change.

Shabrina et al. (2023) explored environmental campaign strategies through TikTok by Pandawara Group and found consistent, visually appealing, and emotionally resonant content helped raise environmental awareness, particularly among younger demographics. Their study underscores the importance of message clarity and relevance in achieving campaign success.

Utami & Yuliati (2022) investigated the role of Instagram as an information-sharing platform in environmental activism. Their research concluded that when posts are backed by real-world actions and community involvement, such as EcoBali's clean-up programs, audience engagement and credibility significantly increase, reinforcing the campaign's overall impact.

While previous studies have examined the use of social media for environmental education, few have focused specifically on how Instagram diffuses innovation in waste awareness campaigns. Moreover, limited research evaluates how such digital strategies affect behavioral outcomes at the community level. This study fills that gap by analyzing the mechanisms through which EcoBali Recycling's Instagram content influences environmental attitudes and practices.

This study's novelty lies in its focus on the intersection of innovation diffusion theory and environmental communication through social media. By analyzing how EcoBali Recycle applies persuasive messaging and visual content to drive environmental action, this study contributes new insights into the effectiveness of digital education in grassroots environmental campaigns, particularly in the Indonesian context.

This study's objective is to examine how the EcoBali Recycling community utilizes Instagram to disseminate environmental messages and influence public behavior. It aims to identify key strategies used in content creation and evaluate the extent to which these strategies contribute to changing environmental mindsets and encouraging sustainable waste management practices.

This study benefits environmental educators, social media campaigners, NGOs, and policymakers by offering a practical model of how social media can be leveraged to promote environmental awareness. The findings are expected to support the development of more effective

digital campaigns that raise awareness and inspire measurable behavioral changes in waste management at the community level.

Research Methods

In the research conducted by the current researcher, it is research using a qualitative approach. The qualitative approach utilizes research to explain campaigns carried out by environmental care communities through online media. Qualitative research aims to review in detail an openly existing phenomenon to obtain the desired result. Respondents always provided primary data in words, explanations, or narratives that explained the research object, namely, EcoBali Recycling. All data obtained will later be analyzed by researchers and adjusted to research needs. It should be emphasized that this study does not produce numbers, because it qualitatively provides a narrative picture to provide clarity based on the participants' perspective. The main foundation of this research is to believe that there is always something that makes ideas, ideas, or programs that can make people participate in them. All researchers will analyze this.

The focus of this research is on descriptive qualitative methods. This research will be carried out by specifying and tracing information in detail. Specific research requires a systematic flow to obtain the overall analysis of the diffusion of innovation carried out by EcoBali Recycling through Instagram social media in supporting the community's critical awareness of environmental cleanliness. This method is expected to be able to solve problems that are used as a formulation before research. The data were also obtained from previous literature reviews that had similarities with this research topic, then analyzed and concluded to be used for their opinions in this study. Another data is that the researcher will analyze EcoBali Recycling's social media in this study. The researcher made observations from each post on Instagram to get media analysis, starting from what information was actually conveyed, the value contained in the post, and its interpretation.

Results and Discussion

As one of the social media platforms, Instagram influences the lifestyle and daily behavior of the community. Instagram is used by Ecobali to educate the public on minimizing waste. On Instagram, it is stated that this online community focuses on waste collection, recycling, composting systems, and environmental education campaigns, especially in Bali. The number of followers of this community has reached 15 thousand followers and will always increase daily, with 1,124 posts and 595 followers consisting of public figures, communities, schools, and agencies. The flagship programs highlighted in the media are about waste problems, waste collection movements carried out by volunteers, socialization of composting in their respective homes, provision of garbage cans and garbage transportation, school visits, sea and beach cleanup, education through seminars, research, and consultation. Social media is a means to promote EcoBali activities that have been carried out so that they can become role models for the general public.

EcoBali focuses on providing solutions to overcome existing waste. The simplest program that can be used to educate the community is to do independent composting at home. This activity is urgently needed by the community to build independence in waste management. Ecobali provides tools for composting, usage procedures, and assistance flows from Ecobali's Composting System. This compost uses waste that can easily blend with the soil or decompose, such as food waste, dry plants, animal waste, etc. The importance of composting is that it can keep the earth sustainable because small steps can make big changes (Shabrina et al., 2023).

Another program, EcoBali, uses the green and red bin system. They provide an easy-to-use, reusable trash can because they do not use single-use plastic, and have a clear separation between paper and glass, plastic, metal, or glass waste. Sorting bins is important to reduce the risk of environmental pollution and make it easier to handle waste. Recyclable waste is sorted for reuse into useful items. The sorting of recycled waste also needs to be differentiated by type. Paper and plastic waste have different recycling processes, which is why they need to be separated (Moridu et al., 2023)These ideas are not widely known by the public, so social media will be an efficient and effective innovation for socializing waste sorting.

Educational posts are also often carried out by EcoBali, such as posts that encourage the public to adopt eco-hygiene behavior. There are three things that the Eco Bali version should not do. First, littering, something that is done lightly by many people, can result in natural disasters, cause pollution and dirty air, and lead to the occurrence of various skin and respiratory diseases. Therefore, today is no longer the time to get used to throwing canoes carelessly on the road or in the river, because we can ruin the environment we live in ourselves (Bella Juliet Arianita et al., 2021). Second, using single-use plastic, which means that as a community who already knows the dangers of plastic for the environment, one of which is by using plastic containers that can be used repeatedly, such as eating places, drinking bottles, garbage cans, shopping baskets, and product packaging (Ardhiyansyah et al., 2023). With this caution, we can reduce the potential for waste accumulation. Third, using excessive packaging. The packaging can be made using packaging methods that exceed the required limits. The existence of wrapped products more than once will increase the amount of waste produced. So, as a generation that is sensitive to reducing waste, choose products with minimal acidity, products whose packaging can be recycled, products that use plant materials, and products with minimalist designs (Bakti, 2024).

The Clean Up program after a significant activity is often carried out to clean up the place that has been used for activities. As done by EcoBali volunteers and the surrounding community, the waste is deposited into the EcoBali Recycle Waste Management Center. This program has succeeded in collecting around 16 tons of plastic waste per day; this process starts by giving green and red garbage cans to the community, then picking them up using pick-ups and sorting them in a special sorting warehouse. In addition to these activities, EcoBali also received comparative studies conducted by other waste care communities, students, and students who want to learn more about waste sorting here. This waste sorting innovation reduces the amount of residual waste sent to the landfill, because before it is disposed of in the landfill, waste that can be recycled will be sorted. With this program, the book of Isaiah extends the landfill's life.

Communication campaign activities about environmental awareness need to involve social media so that the implementation of the practices carried out by ecoBali can strengthen public knowledge, meaning that there is implicit and explicit education to minimize waste independently after seeing the solution or motivation posted on this Instagram homepage. Another goal is to change the mindset of the community that initially thought that waste management was complicated and complex, but with early awareness from each person, it turned out to be a strategic step to reduce the waste accumulated in landfills. These programs aim to maintain positive behavior in the community. those who always take care of the environmental ecosystem have extraordinary support from others, which will trigger them to continue to behave well (Isabella et al., 2023).

Innovation strategies are developed through environmentally conscious campaigns as the best way to communicate waste management innovations to the community and encourage the adoption of sustainable innovations. EcoBali has a mature grand design before finally succeeding in influencing the participants who see their posts, so that with a precise formulation, innovation can be easily applied in daily life (Priliantini et al., 2020)The following strategy considers the active participation of the community by making them the leading actors in the success of waste sorting, waste management, and waste minimization. There is active communication between volunteers and the community, either directly or by posting something that will attract participants' responses. The alternatives provided are very diverse according to the community's needs. EcoBali is also not careless in conveying information; they present existing data and information based on fundamental considerations and experience.

The use of social media in environmental awareness campaigns has gathered many volunteers to support the ecobali programs in various parts of Bali actively. Work networks and relationships are also increasingly easy to get, considering many people can access the available information. Especially with socialization carried out in collaboration with the public, it will be very easy to build relationships. The point of EcoBali's innovation is to focus on how to disseminate information widely and introduce the program to the wider participants. The success rate of EcoBali Recycle has increased more than before, with the possibility of the successful launch of new products (Windayanti & Mahadewi, 2023).

The communication used by EcoBali is persuasive communication, which aims to influence a person's attitudes, opinions, and behaviors (Irmayanti & Saidah, 2024). The component that builds this communication is a logic that many people accept. The waste issue is a national issue that has received public attention about its management because, logically, people will look for ways to reduce waste in their respective environments. Emotionally, EcoBali analyzes the lifestyle and trends that emerge in the community, so that it can be used as an opportunity to approach the community, and what is uploaded by this community will reach the community. The team's ability to spread the message is unquestionable because the community's ideas are packaged in such a way as to convince the community further. This means that constructive manipulation is offered in the context of this community. For example, the products he owns are in the form of garbage cans. The community's credibility makes this trash can product believed by the community to be the best means of sorting inorganic waste. The homepage displayed by the community is also an eye-

catcher because it looks neat and attractive. Of course, in terms of structuring social media, it requires certain abilities, starting from photography skills, design, reading media discourse, and others. The attractiveness of the media is one of the determining factors for participants to be interested in community products (Susanti et al., 2023). In addition, with Bali's condition prone to landfill explosions, they campaign for waste recycling with the convenience provided. The stages carried out by this community are also systematic, starting from informing, explaining, to convincing. This communication can be said to be successful because it considers the target, the content of the message, the urgency, and the timing is right according to the community's needs (Agustin & Chusjairi, 2024).

Conclusion

Based on the research results discussed above, the research findings on the analysis of innovation diffusion of environmental awareness campaigns can affect the community in managing daily waste. Through Instagram, EcoBali is able to convey ideas to the wider community. Tackling waste by changing mindset and behavior is very important to minimize household waste, manage waste, and sort waste for recycling. The communication system carried out by ecoBali is straightforward to understand by the community, especially in Bali, considering that the residents there are not only local. Information about a lifestyle that is aware of environmental cleanliness is aimed at being a positive, sustainable lifestyle, and preserving the environment.

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1159