



Pandawara Group's Social Campaign "Not Cleaning But Reducing": Sentiment, Responses and Actions of Public On Social Media

Yuanita Setyastuti^{1*}, Novaria Maulina²

^{1,2} Communication Science, Universitas Lambung Mangkurat, 70123, Indonesia

*Corresponding author's email: yuanita_setyastuti@ulm.ac.id

ABSTRACT

The Pandawara Group is a driving group of 5 young people cleaning rivers and beaches. Pandawara Group is also an influencer on social media, YouTube, X (Twitter), TikTok and Instagram, with 2.5 million followers. Carrying the tagline "Not Cleaning but Reducing", Pandawara Group is active on social media campaigning for waste problems and environmental cleanliness, especially in river and coastal areas. One of the social media campaigns they carried out was to mobilize 3700 residents to help clean the beach. This research aims to determine the actions carried out by the Pandawara Group and the public's response and sentiment in the context of the social movement carried out by @pandawaragroup on social media.

The research method used is a qualitative approach with a descriptive research type. Data collection was carried out through social media searches from March to April 2024. The data analysis technique was discourse analysis of posts related to the Pandawara Group on social media, by Brand24 Application.

The research results show that the social movement carried out by the @pandawaragroup account with the tagline "Not cleaning but reducing" has fulfilled the three campaign stages according to Ostergaard (2002): awareness, attitude, and action. This is demonstrated by the participation of social media users in cleaning up rubbish in rivers and beaches. Apart from that, research findings show that the response given by social media users to this social movement is by re-sharing content, providing comments, and uploading using the hashtags #pandawara #pandwaragroup #onedayonetrashbag. The public sentiment that emerged regarding the social movement carried out by the Pandawara Group was divided into positive and negative sentiments. Positive sentiment emerged through mentions and posts expressing support and appreciation for the Pandawara Group's actions, while negative public sentiment regarding the Pandawara Group emerged based on concerns about the lack of government support and low public awareness of protecting the environment.

Keywords:
Social Change
Campaigns,
Pandawara Group,
Public Sentiment,
social media.

PENDAHULUAN

Waste management is still a national issue in Indonesia. With a population of 279 million people, the waste produced by each province in Indonesia is 39,000 to 3,600,000 tons per year. If accumulated during one year, the waste produced in Indonesia reaches 18 million tons (National Waste Management Information System, 2023). This data shows that various strategies and concrete actions are needed to reduce waste production. In the discourse on environmental sustainability, all parties must support the success of waste management. Not only does the government act as a policy

regulator, but it also needs support from the community to increase awareness of maintaining environmental cleanliness by not throwing rubbish, especially in rivers and the sea. According to Ratri Wikan (2018), several parts of the sea in Indonesia are polluted by rubbish thrown into rivers and dissolves with river flows that empty into the sea, resulting in seawater pollution. In addition, rubbish is thrown directly by residents who travel to the beach area. Plastic waste that accumulates on beaches and the dangerous content in the waste has an impact on the damage to the marine

ecosystem. Seeing this phenomenon, 5 young people who are members of the Pandawara Group initiated a social movement by cleaning rivers and beaches. They produce content about the cleaning actions they carry out and upload it to social media, YouTube, Instagram and TikTok.

The actions carried out by the Pandawara Group can be seen as a social movement. According to Hapsari (2016), a social movement is a group of people who act together in an organized, non-institutional way to produce change in society. A social movement is considered successful if it can involve many people in collective action. Martono (2011), states that social movements have four criteria: the existence of a collectivity, having a common goal to realize specific changes, and the collectivity being relatively spread out. However, the level is lower than that of formal organizations. The actions are highly spontaneous but need to be institutionalized, and the form is unconventional. If seen from the actions carried out, the criteria for this social movement have been fulfilled by the Pandawara Group to be called a social movement. To mobilize many people to get involved in a social movement, various tactics and strategies are needed, including a campaign through social media as a digital space that combines various forms of information in hypertext. According to Sari & Siahainenia, (2015), the internet era, with the sophistication of information and communication technology, can become a space for creating social movements. Quoted from Jawapos.com, one of the actions carried out by the Pandawara Group via social media succeeded in mobilizing 3700 people to clean up rubbish on Sukaraja beach in Lampung. There is an important reason to conduct research on the relationship between media and social movements, namely the breadth of the digital environment and the use of digital

media. Influencing protests and actions on a large scale, and young people represent the first generation of digital natives (Rohlinger and Earl, 2018)

Based on the background, this research aims to describe the actions carried out by the Pandawara Group on social media in the social movement of cleaning up rubbish in rivers and beaches. Furthermore, this research describes the response and public sentiment towards the social movement carried out by the Pandawara Group.

METHODE

This research used a descriptive qualitative approach. Research findings were analyzed using discourse analysis. The author chose discourse analysis based on the research data in the form of captions and comments, which represent the responses and sentiments of social media users related to the Pandawara Group's actions. According to Eriyanto (2008), discourse analysis analyses specific intentions and meanings. Discourse is an effort to express the intentions of the subject who makes the statement. Disclosure is done by placing oneself in the subject's position with interpretation following the meaning structure of the subject.

Data collection is done through a data crawling process using the Brand24 application. The research data collected were uploaded and commented on on social media, YouTube, and TikTok. Considering the high volume of data on social media, the author limited the data taken to the last 30 days, namely March to April 2024.

RESULT AND DISCUSSION

3A: Awareness, Attitude, And Action in Padawara Group's Action "Not Cleaning but Reducing"

a. Awareness

According to Ostegaard (2002), a campaign always starts with a problem that the initiator feels so that action is needed to solve the problem. Action aims to reduce and even solve problems. Pandawara Group, as a driving group, feels that environmental problems, especially waste, must be addressed together.

One of the problems in waste management is that it takes a long time for the waste to decompose, as uploaded by the @pandawara group on Instagram social media which informs about the following time duration for decomposing waste:



Figure 1. @Pandawaragroup upload on Instagram social media
Source: Author's screenshot

The image above showed that @Pandawaragroup is trying to inform social media users that decomposing plastic waste takes 30 to 1 million years. This aligns with Venus, (2012), who stated that increasing knowledge is the first step in building awareness of campaign targets. For this reason, the information provided must be able to :

attract the attention of the campaign target. The presentation of information in the form of numbers by the Pandawara Group can inspire social media users to realize that the daily waste they produce impacts environmental damage. This can be seen from the responses given by social media users in the comment's column as in the image below:

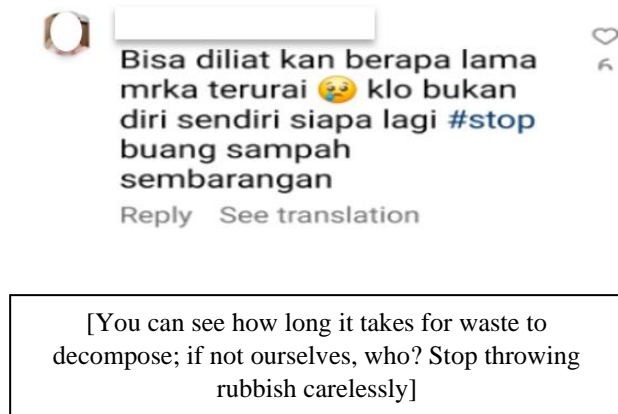


Figure 2. Comments from @Pandawaragroup followers on Instagram social media
Source: Author's screenshot

The discourse in Figure 3 above is that Pandawara group share the important information and awareness about why we need to stop trowing rubbish carelessly.

b. Attitude

Apart from producing educational content to increase social media users' knowledge about

the dangers of environmental damage caused by waste, Pandawara Group also tries to raise awareness and attitude of social media users by producing content that reminds them that cleaning the environment is not only the job of janitors but the task of all humans living on earth, such as in the following image:



Figure 3. @Pandawaragroup upload on Instagram social media
Source: Author's screenshot

The discourse in Figure 3 above is that, as humans, destroying the facilities God has given is not appropriate. In this context, the words "facilities from God" refer to a clean environment, but humans arbitrarily damage it by throwing rubbish carelessly. Ostegaard (2002) states that in implementing a campaign, the first step is to analyse the conditions for solving or reducing the problem. What behaviours do people engage in that contribute to the problem? Is it possible to pinpoint appropriate behavioural changes in specific groups most likely to reduce the problem?

c. Action

Content produced and uploaded by the Pandawara Group, such as educational content on waste decomposition and human behaviour that does not protect the environment and videos of river and beach clean-up actions, can mobilize social media users to participate in actual actions to maintain environmental cleanliness. This is proven by the large number of social users who participated as volunteers in the river and beach clean-up action, as depicted in one of the contents uploaded by the Pandawara Group below:



[Based on reports from the police, 3700 people were present at the location, is this a record in Indonesia? We love you Lampung]

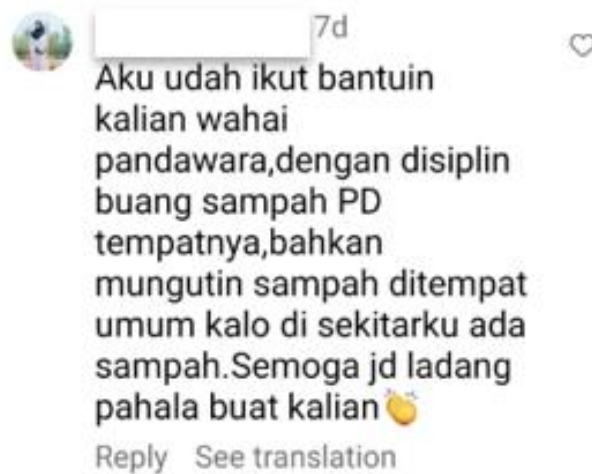
Figure 4. @Pandawaragroup upload on Instagram social media
Source: Author's screenshot



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Furthermore, according to Ostegaard (2002), the campaign's goal is not only at the level of changing attitudes but also changing behaviour. Venus (2012) states a difference between changing attitudes and changing behaviour. Attitude changes can take the form of concrete actions carried out occasionally,

such as donating to natural disasters. In contrast, changes in behaviour are related to actions carried out on an ongoing basis, such as the discipline to throw rubbish in its place. Like the response that emerged from social users below:



[Dear Pandawara, I have followed your actions by being disciplined in throwing away rubbish in the right place; I even cleaned up rubbish in public areas.]

Figure 5. Comments from @Pandawaragroup followers on Instagram social media
Source: Author's screenshot

Based on the research data above, it is known that one of the Pandawara Group followers on social media stated that he had followed Pandawara Group's steps to maintain environmental cleanliness by not littering and cleaning up rubbish in public places. Apart

from the concrete actions above, the Pandawara Group has also succeeded in inspiring the emergence of similar movements in various regions in Indonesia, as illustrated in the following upload:



[After the Pandawara Group became the attention of netizens, especially in Lampung, now @groupsampah.id emerged, which is in Lampung, to invite people to care about the environment]

Figure 6. Instagram social media user uploads
Source: Author's screenshot

The emergence of similar movements, such as the one carried out by the Pandawara Group, proves that their campaign through social media content can mobilize social media users to carry out social movements, especially regarding environmental sustainability in their area. This is in line with what Costanza-Chock (2011) stated, that information communication technology (ICT) has the power to become a space for various social movements such as fundraising, mass mobilization and public discussion on specific issues.

3.2 Public response and sentiment in the social movement discourse "Not Cleaning but reducing."

a. responses

Sari & Siahainenia (2015) stated that "new era" social movements using Internet media have several distinctive characteristics: membership is open regardless of social class, ethnicity, politics, or religious background. The new era social movement can be categorized as an inclusive association initiated by actors and followed by groups who consciously involve themselves in jointly fighting for the democratization of everyday life. Social movements in the internet era emphasize the importance of a vital network element. However, the interaction is informal or unstructured; there is joint action by bringing up conflictual issues and sharing beliefs and solidarity. This aligns with the Not

Cleaning but Reducing social movement initiated by the Pandawara Group. With the large number of social media users in Indonesia combined with the power of social media as a channel to disseminate ideas about the importance of maintaining environmental cleanliness, especially regarding waste

management in rivers and beaches, Pandawara Group has succeeded in mobilizing many social media users to get involved in river and beach clean-up actions in various cities in Indonesia. Responses in the form of actual actions carried out by social users can be seen in the following Instagram social user uploads:



[I appreciate @pandawagroup. I salute their actions; they are very inspiring. Pandawara Group's content will increase Indonesian people's awareness of not throwing rubbish carelessly. Thank you for a great experience; I will participate again as a volunteer. At least I can have a good impact on the surrounding environment]

Figure 7. Comments from Instagram Social Media users
Source: Author's screenshot

Apart from responses in the form of actual actions as volunteers in Pandawara Group actions, other responses given by social media users are comments, reactions and reshares on Pandawara Group content. Social users also embed hashtags indicating that photos and videos uploaded are related to the Pandawara Group. The response activity provided by social media users made Pandawara Group

content spread widely quickly. Based on research data collected during the period March to April 2024, it is known that the Pandawara Group account received 188 mentions on TikTok social media, 228 mentions on X social media, and 31 mentions on the YouTube channel. The three most used hashtags related to the Pandawara Group are #Pandawara, #PandawaraGroup and

#Onedayonetrashbag. Overall, the response from social media to posts related to the Pandawara Group was 10,141 shares and 442,000 likes from March to April 2024.

The social movement initiated by the Pandawara Group also generated diverse

public sentiment, both positive and negative public sentiment. One example of positive sentiment in social media posts can be seen in the image below:



[We appreciate our friends who have maintained and continue to maintain cleanliness. However, policymakers should make the law exist and be honest]

Figure 8. TikTok social media user uploads

Source: Brand24 data crawl

Figure 8 shows that social media users give appreciation to the Pandawara group for taking action to maintain cleanliness. However, social media users also highlight the government as the policy maker that enforces the law, especially regarding environmental sustainability. The findings of this research are

in line with Fuadi & Tasmin (2019) who stated that public spaces in the online world can create interaction for every citizen without looking at ideology, ethnicity, and religion. In the online space, discourse is built through critical discussions and scientific debates that side with the public interest as illustrated in the comments of social media users below:



[Without discrediting what the pandora did, cleaning it was only a temporary solution. The waste problem must be handled using a holistic approach because the problem exists in all sectors. Especially awareness of large companies and society.]

Figure 9. Social Media X user uploads

Source: Brand24 data crawl

One of the public sentiments above is by the conclusions obtained through the data crawling process; data obtained that public sentiment

from March to April 2024 tends to be negative, as seen in the image below:



Figure 10. Data Crawling Results for Tiktok, Youtube and X social media

Source: Crawling data Brand24.

b. sentiments

Based on the data on figure 10 above, it can be seen that the negative sentiment circulating on social media is far greater than the positive sentiment, namely 62% regarding content related to environmental cleanliness related to the Pandawaragroup account. However, the negative sentiment itself, based on content

analysis, is not directed at the pandawara group but rather at the behavior of residents who are unable to maintain cleanliness even though it has been exemplified and initiated by the pandawara group, as seen in the following image.





Figure 10. Grafik of Positive and Negative Sentimens and the content of sentimens from for Tiktok, Youtube and X social media
 Source: Crawling dataBrand24.

Based on the figure 11 above, it can be seen that the negative sentiment graph started and immediately reached the top of the graph on April 21 2024. This is in accordance with 2 posts on 2 X accounts with narratives that have negative sentiment which were posted on April 21 2024 and April 24 2024. Judging by the influencer score, the post has an influencer score of 5/10 with 122 likes. Based on the image above, it also can be seen that the positive sentiment graph peaked around April 27 2024. This is in accordance with the post by one of the TikTok accounts on the X application which had positive sentiment posted on April 28 2024. Judging by the influencer score, the post has an influencer score of 8/10 with 3935 likes. It means that This post has a very high share and influence in influencing the sentiment of other accounts

Based on the results of the analysis, in social movement discourse, this negative sentiment appears to be an expression of

disappointment and concern about social media users regarding the awareness of Indonesian society in maintaining cleanliness. On the one hand, social media users appreciate the idea of cleaning up rubbish in rivers and beaches carried out by the Pandawara Group. However, on the other hand, social users criticize the government's attitude, which is seen as not enforcing laws regarding environmental sustainability, having low public awareness, and companies and factories that produce rubbish. Social media users believe that a comprehensive approach is needed from government, community, and business elements to carry out environmental sustainability movements jointly by reducing waste production. Negative sentiment also emerged based on news that appeared on social media regarding the beach, which had been cleaned by the Pandawara Group and was now dirty and filled with rubbish, as in the following picture:





Figure 11. Instagram social media user uploads

Source: Author's screenshot

The picture above shows the concerned attitude of social media users regarding the condition of beaches that have been cleaned but have become dirty again. It shows that the graph of the increase in shares with hashtags related to the Pandawara group account increased sharply along with the virality of a post showing the condition of the beach which was dirty again after previously having been cleaned by the Pandawara group.

Social media users questioned how this condition could occur and who was to blame for making this beach dirty again. Cotten et al. (2018) said that social media used by activists, including websites and social

media platforms such as Facebook, Snapchat, and Twitter, to organize and mobilize society on explicitly non-partisan issues. In the social movement discourse on environmental cleanliness, the tagline promoted by the Pandawara Group, "Not Cleaning but Reducing", has described this situation that cleaning is not a solution to the problem of waste management but by reducing waste through activities reducing plastic waste production, using recycled products, and disposing of rubbish in its proper place are concrete actions that can help keep the environment clean.

Conclusion

In the discourse of new-era social movements using the internet, through the content they produce and upload on social media, they can increase knowledge and awareness and change the behaviour of social media users. Responses given by social users in support of the "Not

Cleaning but Reducing" social movement include actively participating as volunteers, actively providing comments, sharing content related to the Pandawara Group and using the hashtag #Pandawara #Pandawaragroup #onedayonetrashbag to virtualize content related to the Pandawara group. Public sentiment regarding the social movement initiated by the

Pandawara Group is divided into negative and positive. Negative sentiment refers to social media users' disappointment and concern regarding Indonesian society's low awareness regarding maintaining cleanliness and law enforcement by the government, which is still weak. In contrast, positive sentiment refers to support and appreciation for the actions carried out by the Pandawara Group.

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