



Persuasive Messages Through TikTok Social Media @Pandawara in Raising Awareness of Environmental Issues

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ARTICLE INFO

Keywords: Environmental Issues, Pandawara, Persuasive Messages, TikTok, Digital Campaign

Received: 6, May
Revised: 20, June
Accepted: 21, July

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ABSTRACT

Social media has become an effective tool in shaping public opinion, including environmental awareness. This study aims to examine the persuasive communication of the TikTok account @Pandawara in enhancing followers' understanding of environmental issues. Using persuasive theory and a qualitative descriptive approach, data were collected through interviews and observations. The results indicate that short videos with educational and inspirational messages without blaming specific parties successfully attract attention and build environmental awareness. The @Pandawara digital campaign also encourages attitude changes and active participation in maintaining environmental cleanliness. TikTok has proven to be an effective communication tool for spreading environmental messages and driving social action.

INTRODUCTION

Social media has become an integral part of society around the world. Social media makes it easier for users to access information and communicate briefly and efficiently. Social media allows users to not only obtain information, but also to produce and share information. Users can follow accounts or pages to get news and information from various sources. Additionally, social media provides opportunities to participate in content creation, such as status updates, photos, videos, or articles that can be viewed and shared by others. It can also be used as a propaganda tool to address issues, such as environmental issues, like the social media platform TikTok. Social media has become very popular among the Indonesian public. This is supported by the ease of using social media and the availability of numerous applications with distinct characteristics that can be tailored to users' personalities and preferences. Social media enables users to receive, produce, and disseminate information online (Fadli & Sazali, 2023). Chris Heuer (Solis, 2010: 263) states in (Hanum & Husna, 2016) that social media is an online platform used by the public for global interaction and rapid dissemination of information. Social media has replaced the role of conventional media in information dissemination with its various advantages, such as interactivity, flexibility, and faster accessibility. Platforms like TikTok, with its creative and educational visual features, have proven themselves as effective tools for environmental awareness campaigns (Ernesto Sanchez Simamora & Nugroho, 2025).

TikTok first entered Indonesia in 2018, and now TikTok users in Indonesia are very large (Nufus & Sukmawati, 2024). TikTok has introduced a new method of interacting with the surrounding environment. TikTok is not only a platform for visual creativity but also facilitates impactful verbal communication. The use of vocal expressions in TikTok content paves the way for meaningful societal transformation. Direct engagement through language facilitates the rapid and extensive dissemination of information and motivation (Shabrina et al., 2023). TikTok is an audio-visual medium. It offers unique special effects and a wide range of music, making it easy for users to create engaging short videos and freely express their creativity. (Nurfalah et al., 2024) Environmental groups in Indonesia play a significant role in raising awareness and encouraging concrete actions for environmental conservation. Through education, collective action, advocacy, and social innovation, they become drivers of positive change in society. Their presence and role are crucial in supporting sustainable environmental conservation efforts. The TikTok account @Pandawara is one of the content creators raising awareness about environmental issues. Pandawara is a group of five young people from Bandung: Ihsan, Agung, Rifki, Rafli, and Gilang. They are environmental activists and influencers who began their work in mid-2022. (Yenni & M., 2024) Pandawara emerged in May 2022 with the noble goal of cleaning up trash in the rivers around their homes. They have successfully recruited volunteers and attracted the interest of prominent sponsors to collaborate in their efforts. (Setiawan & Arviani, 2024)

Interacting and engaging in social relationships naturally aim to influence others through the words we speak. This is what is referred to as the persuasive process. In communication, there is always a persuasive process at play. Persuasive communication is generally understood as the process of influencing the communicant (the recipient of the message) to conform to the communicator's (the sender of the message) wishes. Therefore, in the process of persuasive communication, the focus is on an invitation or persuasion so that the recipient of the message acts in accordance with the wishes of the sender. (Rustam, 2024). Persuasive communication is communication aimed at bringing about change or influencing the attitudes, behaviors, and beliefs of others so that they act in accordance with the communicator's desires. The effective use of persuasive communication in campaigns facilitates the achievement of objectives. Campaigns have the right foundation for changing attitudes to study and understand the formation of attitudes of an individual or group of people. (Ramadhani et al., 2023) Communication, according to Adeerson, is the communicative behavior of a persuasive message communicator (persuader) who has the goal of changing the beliefs, attitudes, or behavior of individuals or groups as persuasive message recipients (persuadees) through the transmission of messages. (Zulkarnain et al., 2023) A persuasive message is an effort to change the attitudes, beliefs, or actions of an audience to achieve a specific goal. Persuasive messages in digital media influence the audience to take actions in line with the message writer's intentions. (Maulida Iza Rahmadini, 2024) Persuasive communication in social media can be carried out in various ways, such as using engaging content, encouraging audience participation, and providing relevant and easily understandable information. (Radhini et al., 2024)

Environmental issues are a major concern worldwide, especially in Indonesia. Climate change, forest fires, air pollution, and ecosystem degradation are some of the biggest environmental problems in the world. One of the most alarming causes of environmental damage is waste. Plastic waste is one of the most common types of waste and has a very harmful effect on the environment. Plastic waste poses a serious threat to the environment because it takes decades, even centuries, to decompose in the soil. (T. A. Putri et al., 2024). According to a 2017 study by the Ministry of Environment, the Environmental Concern Behavior Index (ECBI) of the community was still around 0.57 on a scale of one to ten. This indicates that the community does not yet have an environmentally conscious attitude in their daily lives. (Rajudin & Hadi, 2024). Currently, environmental challenges are a topic of discussion and analysis among the global community, from the general public to professionals in the environmental sector. Environmental incidents now have detrimental effects on both ecosystems and humanity. Examples include deforestation, the decline of green open spaces, the scarcity of habitable land, ozone layer degradation, the greenhouse effect or global warming, oil spills in marine environments, the destruction of fisheries ecosystems due to chemical pollution, and the lack of awareness among individuals who pollute rivers (Fadli & Sazali, 2023). The educational content and calls to action from Pandawara regarding environmental awareness and waste management should serve as a good

example for the community and can be applied in daily life (W. E. Putri et al., 2024). Environmental issues are currently a major concern for many parties. Therefore, Pandawara is actively campaigning to raise public awareness about the importance of protecting the environment by not littering and taking action to clean up rivers or beaches polluted by waste. In addition to advocating for environmental issues, Pandawara also encourages its followers to be more mindful of environmental cleanliness. In a previous study on "The Role of Social Media in Mobilizing Collective Action for Environmental Issues" using triangulation of sources to ensure data validity, the study examined the role of social media in mobilizing collective action on environmental issues. The results of the study showed that social media, specifically Twitter, Facebook, and Instagram, contributed to the mobilization of collective action related to environmental issues. The study highlighted how social media enables individuals to participate without having to join formal organizations, thereby creating more inclusive and rapidly growing social movements.

The research conducted (Ali et al., 2023) was titled "The TikTok social media campaign @Pandawaragroup in raising public awareness of environmental cleanliness." The results showed that this digital campaign successfully built strong social interactions and encouraged public participation in real environmental clean-up actions. The tactics used included conveying convincing messages without blaming specific parties, using data related to areas in need of sanitation, and leveraging team strength and creativity in content creation. However, this study also revealed challenges such as limited facilities and the lack of structured information dissemination regarding environmental education (Fadli & Sazali, 2023).

The Role of Instagram @GreenpeaceID as a Campaign Medium in Environmental Conservation. This study was conducted using a descriptive qualitative method. The results of this study indicate that the Instagram account @GreenpeaceID plays an important role as an environmental campaign medium by presenting two main types of content, namely campaigns about environmental damage and education about environmental conservation, which successfully attracted attention and positive responses from the audience, as evidenced by the high number of likes and comments on the posts, making Instagram an effective tool for advocacy and education in raising public awareness of environmental issues. Meanwhile, this study specifically examines the role of the TikTok platform, particularly the @Pandawara account, in raising awareness of environmental issues. It highlights the @Pandawara account in a more specific role related to the effectiveness of TikTok content in educating and increasing followers' awareness of environmental issues.

According to Soerjono Soekanto (1983) in (Muntasir et al., 2024), persuasion theory in Indonesian society is greatly influenced by existing social and cultural values. The persuasion process in Indonesia does not only focus on changing attitudes and behaviors but also on how individuals adapt to existing cultural norms in society. Therefore, persuasion in Indonesia often involves a collective approach and considers social, religious, and cultural contexts.

In contemporary society, persuasion exists both in the physical realm and on social media platforms. Social media is the most effective channel for disseminating information and shaping individual perspectives. TikTok is a widely used medium for disseminating information through short videos to various communities. Previous studies have not discussed the influence of public comments on the TikTok account @Pandawara on the environmental awareness of its followers.

This study focuses on persuasive messages through the TikTok account @Pandawara in increasing followers' awareness of environmental issues. The study aims to understand how the TikTok account @Pandawara conveys messages about environmental issues and the responses of its followers.

LITERATURE REVIEW

New Media

New media always has its own advantages and disadvantages. New media refers to interactive digital forms of communication, such as the internet, social media, and other digital platforms. These media enable the rapid dissemination of information and two-way interaction between senders and receivers of messages. In the context of environmental issues, new media can be used for campaigns, education, and collective action mobilization.

Social media has become a significant force in shaping public opinion and driving collective action, particularly in the context of environmental issues. In recent years, the transformation of platforms such as Twitter, Facebook, and Instagram has been used to spread awareness about various environmental issues, ranging from climate change to plastic pollution. This phenomenon not only reflects changes in the way people communicate but also demonstrates the enormous potential of social media as a tool for social mobilization (Sabrana Ansori & Ayu Julia Putri, 2024).

Social Media TikTok

TikTok is one of the social media platforms that facilitates access to disseminate information through short videos. TikTok is currently very popular among the public because it is very easy to use and allows users to be creative. The content presented on TikTok can influence the perceptions and behavior of its users, including in terms of environmental awareness. Several TikTok accounts have utilized this platform to disseminate information and education about environmental issues. One of them is the @Pandawara account, which shares information about environmental issues, particularly in Indonesia. TikTok is a Chinese social networking and music video platform founded in early September 2016. The app allows users to create their own short music videos. From 2018 to 2019, TikTok emerged as the most downloaded app, with a total of 45.8 million downloads. This quantity shows that TikTok surpassed other popular programs such as Instagram and WhatsApp. The many characteristics found in the TikTok app make it very suitable for use as an educational learning medium. (Ali et al., 2023a)

Persuasive Messages

Various methods are employed, such as disseminating information, facts from the environment, and direct clean-up actions. The dissemination of information and messages about cleanliness to the public will be more effective if they contain persuasive elements that encourage action and bring about a change in attitude or increase awareness among the audience receiving the message. Persuasive messages themselves are an effort to change the attitudes, beliefs, or actions of the audience to achieve a certain goal. Persuasive messages conveyed through digital media influence the audience to take actions in line with the writer's intentions. Persuasive communication is the process of conveying ideas and thoughts in a way that entices, persuades, and influences the public to follow and understand the message being conveyed. (Rahmadini, M. I., & Aisyah, V. N. 2024). Persuasive means to coax, entice, or invite without coercion; it is not deceitful but rather conveys the truth of a message using language, intonation, or simple analogies so that the audience can understand and empathize. The Pandawara Group wants this initiative to raise public awareness and responsibility about environmental issues. Content or entertainment can influence the behavior, attitudes, and perceptions of its audience. This implies that audiences will perceive content that embodies positive ideals as having a beneficial influence on them. The frequency of content consumption increases the likelihood of developing attitudes and desires to engage with the elements presented in the content. (Pendidikan et al., 2025)

Environmental Issues

Environmental issues refer to problems or challenges related to natural conditions and natural resources, as well as the impact of human activities on the environment. Environmental issues can involve various aspects, such as climate change, pollution, ecosystem damage, and loss of biodiversity. These issues are often a global concern because they can affect the quality of human life. Solving environmental problems requires cooperation between all levels of society, from individuals to the government and the private sector, as well as the implementation of policies that support sustainability and nature conservation. Environmental problems are an integral part of international security issues, which are caused by several sources. Humans depend on the environment and the functions of the Earth. The second component, population growth, drives economic and social activities that threaten ecosystems. The third component, environmental issues, has global impacts. The fourth component, environmental issues, is closely linked to the overexploitation of available resources. (Fadli & Sazali, 2023)

This study was conducted to add to previous research efforts. The difference between this study and other studies is its emphasis on the influence of TikTok social media, specifically examining the impact of the @pandawara account in raising awareness about contemporary environmental challenges. This study also aims to determine the response of followers of the TikTok account @pandawara in conveying messages on environmental issues.

Meanwhile, this study specifically discusses the role of the TikTok platform, particularly the TikTok account @pandawara, in building awareness of environmental issues. It highlights the @Pandawara account in a more specific role related to the effectiveness of TikTok content @Pandawara in educating and raising awareness among followers about the delivery of messages related to environmental issues.

METHODOLOGY

This study employs a qualitative descriptive methodology, utilizing data collection through interviews with followers of the TikTok account @Pandawara and observations of the account itself. The research data sources are categorized as primary and secondary data. Primary data is information obtained from respondents through interviews and direct observation, guided by research-focused questions. Individual data sources were identified using a purposive sampling approach, including selecting participants based on specific criteria aligned with the research objectives. Secondary data refers to information obtained from indirect sources, such as documents, archives, and previous studies.

This study uses a qualitative descriptive approach to describe and analyze the collected data, which is then elaborated through explanations. Data analysis uses measurement tools from informants who are followers of the TikTok account @Pandawara in Cirebon City and have carried out physical cleaning operations with Pandawara in the same location. Observational research on the TikTok account @pandawara was also used to see the responses of TikTok account followers regarding the environmental issue campaign carried out by the TikTok account @Pandawara. This study uses persuasion theory. Persuasion theory is a theory influenced by social, cultural, traditional, and religious values.

This study employed triangulation of sources to ensure data validity by comparing information from various sources. This aimed to enrich understanding of how the TikTok account @Pandawara creates awareness on environmental issues and to identify the responses of its followers.

Data analysis uses a descriptive qualitative methodology that describes and examines the data obtained, then develops it through explanatory discourse. Bogdan & Biklen (1998) in (Rijal Fadli, 2021) argue that descriptive qualitative research emphasizes the process, meaning, and deeper understanding of a phenomenon or event. Data analysis was conducted inductively without using numbers or statistics.

RESEARCH RESULTS

Based on interviews conducted with several followers of the TikTok account @Pandawara, it was found that the content presented by this account has a significant impact on the awareness and attitude change of its followers towards environmental issues. The results of interviews with several respondents indicate that the content displayed by @Pandawara is in line with

Indonesian cultural values, especially in terms of mutual cooperation and concern for the environment.

Most respondents expressed that they felt more concerned about environmental issues after viewing the content presented by @Pandawara. One respondent, Farel, stated:

"Yes, after seeing their content, I feel more concerned about environmental issues and more aware of the importance of protecting the environment." (Farel, 2025).

Additionally, the campaign conducted by @Pandawara is also seen as a positive trend that can raise public awareness on a broader scale. Fredi noted that the campaign is appealing because it is delivered through social media, which is easily accessible to its followers:

"In my opinion, the environmental issue campaign on Pandawara's TikTok is a very positive trend, and hopefully it can help increase public awareness on a large scale." (Frendi, 2025).

Not only does it raise awareness, but many respondents also reported experiencing a change in attitude toward maintaining environmental cleanliness. As Fahmi stated:

"Yes, there has been a change in attitude, such as being more careful in disposing of trash and not littering." (Fahmi, 2025).

In addition to its impact on individuals, the @Pandawara campaign has also encouraged community participation in concrete actions to maintain environmental cleanliness. Some respondents mentioned that they had participated in cleanup activities organized by @Pandawara, such as at Gebang Beach in Cirebon. For example, Taufan stated:

"Yes, I participated when Pandawara organized a beach cleanup event at Gebang Beach in East Cirebon." (Taufan, 2025).

These findings indicate that environmental ads on TikTok significantly influence awareness and drive behavioral change among individuals. This aligns with other research showing that social media serves as an effective teaching and advocacy tool for organizing collective action on environmental issues (Ali et al., 2023b)

Persuasive Messages Through Social Media

The persuasive messages used in the @Pandawara campaign play a role in building awareness and motivating followers to actively participate in maintaining environmental cleanliness. With a visual-based approach and strong narratives, the content created by @Pandawara is able to attract attention and evoke empathy towards environmental issues. As expressed by Samsul:

"In my opinion, the social actions taken by Pandawara are very effective in raising awareness among their followers about environmental issues. Through concrete actions such as cleaning rivers and beaches, they provide a direct example of the importance of maintaining environmental cleanliness." (Samsul, 2025).

In Samsul's statement, the concrete actions initiated by Pandawara in building awareness among their followers on social media are considered quite

effective through the examples demonstrated directly by Pandawara on their TikTok account. This can be interpreted as Pandawara successfully encouraging their TikTok followers to build awareness regarding environmental issues and serving as a model example for similar communities.

Adapting to platforms like TikTok allows for the dissemination of persuasive messages in a more engaging and accessible way, ultimately increasing active participation in real-world actions like environmental cleanup activities. From these findings, it can be seen that persuasive messages delivered through social media have significant potential in creating sustainable social change.



Figure 1. Persuasive message from TikTok @pandawara

Cultural Values

In the @Pandawara campaign, the cultural values emphasized are mutual cooperation and social awareness. Mutual cooperation, as part of Indonesian cultural identity, is reflected in the way the community collaborates to clean up the environment together. Additionally, the campaign instills social awareness by encouraging people to not only care about their own environment but also about the cleanliness of the environment more broadly. From a cultural perspective, the content presented by @Pandawara is in line with Indonesian cultural values, especially in terms of mutual cooperation and social awareness. The campaign contains educational elements that are in accordance with Indonesian traditions and norms. As stated by Samsul:

"Yes, the content presented by the Pandawara account reflects the cultural reality in Indonesia, especially in terms of concern for the environment and the spirit of mutual cooperation." (Samsul, 2025).

From the interview results, it can be concluded that the persuasive messages conveyed by the TikTok account @Pandawara not only raise environmental awareness but also strengthen the cultural values of Indonesian society, particularly in terms of mutual cooperation and social responsibility. Additionally, social responsibility toward the environment has also increased, with many individuals and groups actively participating in efforts to maintain environmental cleanliness, both individually and collectively.



Figure 2. cultural values from TikTok @pandawara

Attitude Change

The campaign conducted by @Pandawara not only provides information but also instills awareness and responsibility in its followers. The changes that occur are not merely an understanding of the importance of preserving the environment but also a shift in actual behavior. Many followers are now more careful in managing waste and even directly involved in environmental cleanup activities, both individually and within their communities. This demonstrates that social media-based campaigns can be an effective tool in driving broader social change. Interview results show that after being exposed to @Pandawara's content, many respondents experienced attitude changes, particularly in their waste disposal habits. Fahmi stated:

"Of course there are changes. Now I'm more aware, at least I don't just throw trash anywhere anymore." (Fahmi, 2025).



Figure 3. Attitude change source: TikTok @Pandawara

The attitude changes observed among followers of the TikTok account @Pandawara indicate that social media plays a significant role in shaping individual behavior toward environmental issues. From the interviews conducted, the majority of respondents admitted that they became more aware

and responsible in maintaining environmental cleanliness after seeing the educational content from Pandawara. This proves that persuasive messages conveyed through social media can influence attitudes and encourage people to take concrete actions for environmental sustainability.

Adaptation

In the @Pandawara campaign, adaptation can be seen in how followers have become accustomed to using social media, such as TikTok, as the main platform for spreading environmental awareness. Through an easily accessible and acceptable digital format, this campaign proves that social media can be an effective tool for disseminating information and encouraging social change. Followers of Pandawara are increasingly accustomed to digital-based campaigns, and social media platforms like TikTok have become one of the primary tools for spreading environmental awareness. As Taufan stated:

"Yes, it's very effective, especially with the advancement of technology, making followers or netizens more aware of the importance of preserving the environment." (Taufan, 2025).

Pandawara's adaptation to environmental campaigns through TikTok is also evident in the way followers receive and respond to information related to environmental issues. The short videos created by Pandawara are able to attract attention and are easy to understand by various groups. This adaptation is also evident in how Pandawara's followers have started using social media to share information and encourage more people to care about the environment, either by reposting content or by starting their own environmental initiatives.



Figure 4. Adaptation from TikTok @pandawara

Response

Some examples of responses to this campaign include increased participation of followers in environmental clean-up activities, increased awareness of the impact of waste on the environment, and more individuals sharing and supporting the movement on their own social media. The response

of followers to this campaign has been very positive. Many did not just watch but were also motivated to participate in real action. As expressed by Fajar:

"In my opinion, the social actions taken by Pandawara can raise awareness of environmental issues, such as in some areas where many people eventually joined in the environmental cleanup." (Fajar, 2025).



Figure 5. Response from TikTok account @pandawara

The responses given by followers of the TikTok account @Pandawara to the environmental campaign they conducted were generally very positive. Many followers not only watch and comment but also actively participate in cleaning up the environment. Additionally, many share Pandawara's content on their personal social media to expand the reach of the message. This positive response indicates that social media-based campaigns can be an effective tool for driving social action and building collective awareness about the importance of maintaining environmental cleanliness.

DISCUSSION

The growth of social media across all platforms has not had a negative impact on some users who are able to easily take advantage of it (Shabrina et al., 2023) explains that TikTok has become a social media platform that brings new innovations in social interaction and digital creativity. Not only as a medium of entertainment, TikTok is now a new space for educational campaigns that can shape public opinion. Content creators with the potential to spread positivity through educational content have become a focal point for society, given TikTok's rise as a new social media platform that coexists with the public. We are aware that the abundance of unprofessional content can lead to misinformation, especially since TikTok users are not limited by age. Through clear *Human Resource Planning*, content creators are expected to provide positive perspectives on the content that will be viewed by their many followers.

One of the accounts studied in this research is Pandawara, with the TikTok username @PandawaraGroup. The educational content on has a positive impact on other TikTok users, making Pandawara go viral, gain many *views*, and become a topic of discussion among many people. The educational content has raised environmental awareness among its followers, receiving positive responses. Followers believe that Pandawara's performance should be emulated and serve as a special focus for other young people to continue addressing the growing environmental challenges. (Alghony, 2025)

Persuasive messages through social media are a form of communication aimed at raising awareness, influencing attitudes, and encouraging audiences to take specific actions through digital platforms. These messages are often delivered using visual approaches and strong narratives to capture attention, evoke empathy, and foster audience engagement. This aligns with aspects of persuasive communication theory, one of which is audience characteristics. The characteristics of the Indonesian audience are shaped by the strong traditional Eastern culture that has developed within society. As a result, persuasive messages packaged in educational videos are easily conveyed. Additionally, engaging content serves as a key attraction to encourage audience participation in environmental campaigns. The credibility of @Pandawara also adds value in expanding the reach of real-world actions.

The context of social campaigns, such as those conducted by the TikTok account @Pandawara, uses persuasive messages to raise awareness of environmental issues and encourage active participation from followers in maintaining cleanliness. Through educational and inspirational content, these messages can shape changes in audience attitudes and behavior, reflecting cultural values such as mutual cooperation, while leveraging the power of social media as an effective advocacy tool.

Cultural values encompass a set of standards, ideas, and principles embraced by a society, serving as guidelines for daily life. These beliefs are often passed down from generation to generation and influence the thoughts and behaviors of people within a society.

Attitude change is the process by which a person changes their perceptions, beliefs, or habits after being exposed to information, experiences, or influences from their environment. In the context of environmental campaigns on social media, attitude change occurs when individuals who were initially indifferent to environmental cleanliness become more aware and act more responsibly after viewing educational content.

Adaptation is the ability of individuals or groups to adjust to changes in their environment, whether social, technological, or cultural. In the context of social media, adaptation refers to how people accept and use new technologies as tools for interacting, obtaining information, or participating in social movements.

Response is the reaction given by individuals or groups to a stimulus or event. Responses can take the form of comments, actions, support, or even criticism of an issue raised through social media. In the @Pandawara campaign, the response from followers was very positive. Many followers did not just watch the content presented, but were also motivated to take real action.

CONCLUSION AND RECOMMENDATIONS

Based on the research findings, it can be concluded that persuasive messages through social media, particularly those delivered by the @Pandawara account on TikTok, have a significant impact in increasing awareness and encouraging changes in the attitudes and behaviors of followers toward environmental issues. The effectiveness of persuasive messages that do not blame specific parties is able to attract attention and inspire real action. Changes in followers' attitudes and behaviors are evident in their increased awareness of proper waste disposal and participation in actual environmental cleanup activities. Community participation has also increased through involvement in environmental cleanup initiatives launched by @Pandawara, and the adaptation of TikTok as an effective communication tool for disseminating information and driving social action. This digital campaign thus holds great potential for creating broader and more sustainable social change.

This is expected to encourage government agencies, environmental organizations, and social communities to adopt persuasive communication strategies similar to those used by the TikTok account @Pandawara, or even better, especially for government agencies such as the Ministry of Environment and Forestry and related stakeholders, to create work programs in the form of educational approaches on waste and its management, as well as education on the importance of preserving the environment. By using persuasive communication methods, messages can be more easily accepted and motivate broader public participation.

Optimizing the use of TikTok as a social media platform for delivering messages that encourage users to develop more progressive thinking patterns, foster change, and raise awareness about the conditions around us. Additionally, there should be an evaluation of the effectiveness of persuasive messages in addressing environmental issues.

ADVANCED RESEARCH

This study aims to assess the effectiveness of persuasive messages related to environmental issues when disseminated through the TikTok social media platform. The research will evaluate audience engagement levels, particularly among followers, perceptions of the messages, and the actual actions taken after receiving the messages.

This study assesses whether participation such as liking, sharing, and commenting on content is truly related to real-life action involvement such as participating in cleaning up trash, sorting trash, or awareness not to litter.

This study was conducted over a relatively short period of time and therefore was unable to capture long-term impacts. While there appears to be an increase in awareness and participation among followers in real-world actions, it remains unclear whether these changes are sustainable or merely a temporary response to the viral nature of the content presented on social media.

Some respondents in this study were young people, such as students and active TikTok users. This makes the results less representative of other age groups, such as adults and people who are less exposed to social media, so that a complete picture of changes in public behavior has not been fully achieved.

ACKNOWLEDGEMENTS

We express our deepest gratitude to God Almighty for His grace and blessings, which have enabled us to complete this research report entitled "Persuasive Messages Through TikTok @Pandawara in Raising Awareness of Environmental Issues." We would like to express our gratitude to all parties who have provided support, including university leaders, faculty, study programs, informants who contributed to the provision of data, academic staff who facilitated the research process, friends for their enthusiasm and motivation, and family who have always been a source of strength, prayers, and unwavering support. We are aware that this research has limitations; therefore, constructive criticism and suggestions are highly appreciated for future improvements. We hope this academic work can contribute to the development of media literacy and environmental social campaigns in the digital age.

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