#Bhayplastik Campaign Via Instagram by Telkomsel to Build Environmentally Friendly Brand

Ulani Yunus[1,2]*, *Siswantini*[1,2], and *Annisa Karinda* Irania[1]

[1]Marketing Communication Program, Communication Department, Faculty of Economics & Communication, Bina Nusantara University, Jakarta, Indonesia 11480.
[2]Research Interest Group Member Cross-Cultural Communication, Bina Nusantara University, Jakarta, Indonesia

Abstract. Two years ago, plastic waste in Indonesia has reached 66.5 million tons and in 2025, it can reach 70.8 million tons with an estimated that each person produces 0.7 kilograms of waste per day. Telkomsel, launched the #BhayPlastik movement on December 17, 2018, regarding protecting the environment. The research aims to find out how the #BhayPlastik campaign on Instagram by Telkomsel build the brand. This research used a mix method. Mix-method research is a method that combines qualitative and quantitative approaches in terms of methodology as in the data collection stage. The results show that the #BhayPlastik campaign has a positive influence on Telkomsel's brand image. This regression analysis can be declared valid, because a value of 0.674 indicates a positive value. Telkomsel has strength in its competence as a telecommunications company that also cares about the environment. Conclusion, through the #Bhayplastic campaign on Instagram, Telkomsel succeeded in strengthening the brand on its Instagram followers. Telkomsel is getting its identity as a telecommunications product that cares about environmental preservation.

1 Introduction

Indonesia's position as the world champion in contributing to waste in the ocean has been stated by Jenna R Jambeck [1], a researcher from the University of Georgia. Jambeck mentioned 20 countries that were mismanaged about plastic waste based on a 2010 research on residing communities in 50 km of coastlines in 192 countries. Indonesia is in the second position with 187.2 million inhabitants of coastal areas, Indonesia produces mismanaged plastic waste as much as 3.22 million metric tons per year, or equivalent to 10.1 percent of plastic waste on the planet. In 2018, plastic waste in Indonesia has reached 66.5 million tons and in 2025, it can reach 70.8 million tons with an estimated that each person produces 0.7 kilograms of waste per day. Last October, Greenpeace Indonesia discovered 797 plastic waste of various brands in three locations in Indonesia, namely, Kuk Cituis Beach (Tangerang), Pandansari Beach (Yogyakarta) and Mertasari Beach (Bali). From the brand audit results, 797 plastic waste, 594 food and beverage brands, 90 body care brands, 86 household needs brands and 27 other brands [2].

Currently there are many companies that care about the environment. Every company looks for ways to reduce the impact of their damage to the surrounding environment and wants to build a brand image as a company that supports environmental stewardship. Expressed in a journal written by Gerardo Islas Reyes, Elia Socorro Dìaz Nieto, and Gerardo Izquierdo Pèrez, brand image is art, a key element for shaping communication styles, in all company activities. If the brand image is not properly developed in a creative and open manner and includes various demands or circumstances of its historical context, it will be destined to fail [3].

To start arousing awareness and educate the public about the hazard of plastic waste to the environment, one of the cellular telecommunications operator companies, namely Telkomsel, launched the #BhayPlastik movement on December 17, 2018. Regarding protecting the environment, Telkomsel has already taken actions to protect the environment, such as greening in Sukabumi. However, through #BhayPlastik, Telkomsel also invites customers to get involved. In fact, since December, there have been 30 thousand hashtags #BhayPlastik.

Instagram is a mobile-based visual social media storytelling application that allows users to post short photos and videos that currently have more than 800 million international users [4]. With the advantages provided by Instagram, many companies will consider using Instagram as their information media. By using an official Instagram account, the company can provide various information about programs and campaigns made to the public, especially followers of the company's official Instagram account by posting information on Instagram @telkomsel.

Telkomsel's Instagram account has 394 thousand followers on February 25th 2019 at 19.02 WIB. Instagram is attended by many Indonesians, which means that by providing #BhayPlastik campaign information via the official @telkomsel Instagram

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account, there are as many as 300 thousand more Indonesians will receive the campaign information. The focus of this research is to find out how the #BhayPlastik campaign on Instagram bulid environmentally friendly image of Telkomsel brand. The discussion will be divided into: how much the effect of social campaign to the brand image of Telkomsel? What the image of the Telkomsel with this social campaign?

2 Literature review

2.1 The social campaign

Campaign is a collection of planned communication actions with the aim of creating a certain impact on a number of audiences that are carried out on a prolonged period of time [5]. Based on this definition, the communication campaign activity must have at least four things stated by Venus [6], namely:

1. Campaign actions aimed at creating certain effects or impacts.
2. Large number of target audiences.
3. Concentrated in a certain period of time.
4. Have a series of organized communication actions.

Social campaigns are made to change the attitudes and behavior of the general and certain communities [7]. It is argued that so many social ideas need to be campaigned for the good of people's lives and that is also the task of public relations [8]. Social campaigns are designed and managed to solve problems (justify problem solving) or justify the situation in the wider community, especially in the social field [9].The success of social campaign programs can be viewed from various things, including [10]:

1. Input, see how the campaign's "products" are distributed
2. Output, how the "product" is used
3. Outcome, involves measuring the final effect of communication.

The objectives of social campaigns are basically inseparable from aspects of 3A, namely awareness, attitude, and action [6]. Awareness is an internal motive that is the root of the emergence of feelings of love, care, sympathy that will form from the mental attitude of the community. From the growing sense of awareness, will lead to an action taken on the basis of "reward and punishment" on the basis of certain goals that are not based on a call of conscience. As the ultimate goal of social campaign activities is a real change in behaviour or action based on a call of conscience and self-sensitivity to social issues that occur in their environment.

2.2 The brand image and social media

Brand image is one of the keys to brand equity, which shows the general perceptions and opinions of consumers about a brand and is very influential in consumer behaviour and for marketers, whatever the marketing strategy of a company, its main purpose is activity marketing that influences consumer perceptions

and attitudes towards a brand, establishes brand image in the minds of consumers, and encourages brand attitude buying activities, it can increase sales, maximize market share and build brand equity [11]. Brand image as part of a recognizable brand but cannot be spoken, such as symbols, three special letter or color designs, or customer perceptions of a product or service represented by its brand [12]. It can also be said that brand image is a concept created by consumers because of subjective reasons and personal emotions. Meanwhile, another research finds that brand image is an assumption about a brand that is reflected by consumers who hold on to consumers' memories and the way people think about a brand abstractly in their thinking, even when they think about it, they are not dealing directly with the product [13].

Furthermore, the main dimensions forming the image of a brand are set out in the following: brand identity, brand personality, brand association, brand attitude and behaviour; and brand benefit and competence [13]. Brand identity is a physical identity associated with the brand or product. Brand association is specific things that are appropriate or always associated with a brand, Brand Attitude and behaviour includes the attitudes and behaviours of customers, activities and attributes inherent in the brand when dealing with customer audiences, including the behaviour of employees and brand owners. Brand benefits and competence are classified according to two basic dimensions, namely functional and symbolic benefits.

One product that was born from the use of the internet as a medium of interaction is social media. Through social media, all forms of delivering messages, exchanging information, and interacting can be realized through visual, audio- and audio-visual content. Social media is a website-based feature that can form a network and make it possible for everyone to interact in a group or community. People who live in information society do not only meet and "use" information and communication technologies, but the way their actions are increasingly framed by these technologies [14]. Social media has special characteristics that are not shared by some other cyber media. There are certain limitations and special characteristics that only social media has compared to other media. On social media, information is a commodity consumed by users. The commodity is basically a commodity that is produced and distributed among the users themselves. From this consumption activity the users and other users form a network that ultimately consciously or does not lead to networked community institutions. Interactive (interactivity). The basic character of social media is the formation of networks between users. This network does not merely expand friendships or followers on the internet but must also be built with interactions between users.

The presence of social media provides an increase in communication techniques, increasingly diverse practices of public relations, as well as changes in the roles and functions and responsibilities of public relations [15]. Social media is indeed the easiest media to publicize public relations activities. In addition, the

speed of information that can be accessed in seconds, is also the reason why social media is growing rapidly.

There are many social networks that are popular and have many special users for Indonesia, and one of them is Instagram. Instagram provides extraordinary strength and has its own user base. Communication technology, such as social networking, is believed to be a tool that can be used to achieve the desired goals [16].

Instagram is a social media that is loved by many people. Its use is very diverse, ranging from children to parents. Ranging from students to businessman. Social media that focuses on photo and video sharing platforms has skyrocketed in popularity until it can be compared to Facebook and Twitter [17]. Instagram is a photo sharing application that is very popular on several Apple and Android devices [18]. With Instagram, users can take photos and then apply digital filters to be shared with various other social media.

2.3 The environmentally friendly image

Research by Anggani used quantitative research methods with the aim of measuring the effect of a campaign. The research object is Twitter followers from The Body Shop account. The results of her study mention the effect of the "say no to plastic bag" campaign program has the recapitulation of variable x data obtaining a mean value of 4.16. Public participation in the campaign program and actions carried out by the body shop with a recapitulation of variable data obtained was 4.03. It can be interpreted that the "say no to plastic bag" campaign program is effective in Indonesian society [19]. Then, Khoirudin et al stated that the implementation of green marketing carried out by PT Cabot Indonesia, it is assumed that policy is a unity that exists in the process of running business activities [20].

Dwipamurti, Mawardi, and Nuralam use quantitative research methods to prove that the environmentally friendly marketing strategy undertaken by Starbucks can form a positive brand image on Starbucks [21]. Meanwhile, Hardin et al study SME entrepreneurs who make innovative products that are environmentally friendly. The result showed marketing performance increasing because people believe that the products that produced are very clean, using raw materials that completely safe, and have Indonesian National Standard (SNI) certified also halal label, as well as efficiency in the use of raw materials, water energy, all of which can reduce operational costs. The environmentally friendly activities have a positive influence on companies that support them [22].

3 Methodology

This research uses a mix method. Mix-method research is a method that combines qualitative and quantitative approaches in terms of methodology as in the data collection stage. Some researchers find that this method provides the assumption that in showing direction or giving instructions on how to collect and analyse data and the integration of quantitative and qualitative approaches through several phases of the research process [23]. Mixed methods research is influenced by the philosophy of pragmatism. The focus is centred on fundamental questions in research and not solely oriented to research methods. Multiple methods for data collection are carried out in order to obtain answers about the problem under study. Method research produces more comprehensive facts in researching problems, because researchers have the freedom to use all data collection tools in accordance with the type of data needed. Whereas quantitative or qualitative are only limited to certain types of data collection devices. Mixed research methods can answer research questions that cannot be answered by quantitative or qualitative research.

Data is collected concurrently; it means that quantitative and qualitative data are collected at the same time and their implementation is simultaneously. The weight referred to be the same or balanced. The qualitative and quantitative data are really merged into one end of continuum, maintained in another end of continuum. The researchers collect quantitative and qualitative data concurrently and combine databases both by transforming qualitative themes into numbers that can be calculated (statistically) and comparing the results of these calculations with descriptive quantitative data. In this case, mixing combines the two databases by completely merging quantitative data with qualitative data. The secondary database supporting role in this study. The theories usually emerge at the beginning of the research to form the formulation of the proposed problem, who participates in the research etc. In this research there are two hypothesis, such as:

Ha: There is #BhayPlastik Campaign influence in building Telkomsel's brand image

Ho: There is no #BhayPlastik Campaign influence in building Telkomsel's brand image

The population that is the object of this research is Telkomsel Instagram followers with a total of 394,000 people. The samples from the population were taken using the Slovin formula such as 100 followers. The data is collected from the survey and interview two followers. The purpose of this mixed research method is to find better research results compared to using only one approach. By using this method, quantitative and qualitative data will be obtained. This method is used to handle different levels in one system. Findings from each level are combined to form a comprehensive interpretation.

Data analysis procedures follow the process that must be carried out by researchers as in other types of research which in general is preparing the type of data to be analysed, exploring data, analysing data to answer research questions or testing research hypotheses, displaying and validating data. The data analysis directed to research questions; in concurrent analysis quantitative data and qualitative data are transformed and compared.

4 Results and discussions

4.1 The effect of social campaign to the brand image of Telkomsel

The first session we discuss about the result of quantitative method. Regression analysis is done if the correlation between two variables has a causal relationship (cause-effect) or functional relationship. In this study using a simple linear regression formula. The result is provided in Table 1.

Table 1. Simple Linear Regression Test

Model	Unstandardized Coefficients		Standardized Coefficients	t
	B	Std. Error	Beta	
1 (Constant)	10.330	3647		2.833
Social Campaign	.647	077	.663	8.759
a. Dependent Variable: Brand Image				

Source: Primary Data, 2019

It can be seen from the Table 1 of constant numbers of 10.330 means that if the social campaign value of Telkomsel's brand image is 10,330. The simple linear regression coefficient is 0.674. This number means that if there is a Social Campaign will increase in 0.674 of Telkomsel's brand image. The regression coefficient value is positive, it can be said that the Social Campaign has a positive effect on Telkomsel's brand image. It is that the #BhayPlastik campaign has a positive influence on Telkomsel's brand image. This regression analysis can be declared valid since a value of 0.674 indicates a positive value.

The end of quantitative data showed that hypothesis test result obtained t count of 8.759. Determination of the conclusion of significance by comparing t arithmetic with t table namely: determination of the level of signification, from t table the value is determined at a significance level of 5% and df = n - 2 ie 100 - 2 = 98. Thus, t table is 1.98447. Based on these calculations, the results of the calculation of t arithmetic 8.759> t table 1.98447. Thus, it can be concluded that Ha is accepted, and Ho is rejected, which means the #BhayPlastik campaign influences Telkomsel's image as an environmentally friendly brand, the survey of Telkomsel's Instagram followers.

Based on the results of research that has been done there is a strong relationship and the influence of the #BhayPlastik campaign on Telkomsel's image as an environmentally friendly brand. A strong relationship explains that the community is aware of the #BhayPlastik campaign and provides information on the importance of using plastic wisely by recycling and protecting the environment. This is not only the task of the government or certain groups, but it is the responsibility of every Indonesian citizen to answer the problem of plastic waste.

4.2 The image of the Telkomsel through #bhayplastik campaign

The second session we discuss about qualitative research that collected by interview and secondary data. Informant said that she aware through the hashtag #BhayPlastik, Telkomsel wants to invite as many people as possible to be part of this social movement, social movements such as recycling plastic to be used as bracelets, carrying drinking glasses to reduce plastic bottles, using stainless straws, and starting to use cloth bags as plastic substitutes. Informants has known that in the #BhayPlastik movement everyone can be a part of this activity not only for Telkomsel customers. The most important thing is to have a commitment to reduce the use of plastics and participate in supporting #BhayPlastik activities by inviting friends and family to participate.

Two informants being aware that Telkomsel also invites people to take concrete action through "Join the Movement #BhayPlastik" by posting photos or videos of their actions in reducing the use of plastic. By using the hashtag #BhayPlastik and giving a tag to the @telkomsel kea. In the #BhayPlastik movement, Telkomsel provides Instagram social media as a medium to socialize this movement. Both informants realized that the #BhayPlastik movement held various activities such as challenges in photos or videos, road shows in many cities in Indonesia. In the road show there are various activities such as trash run, which is a casual run or fun run that is carried out while taking trash along the running track, the purpose of which is to give an example to the surrounding community that everyone can contribute to the movement to care for the environment in whatever activities are carried out. One of the informants attended the seminar that called *Plastalk*, which is an educational activity about the hazards of plastic and how to change used plastic into useful and economically valuable works. Then event was closed with a plastic police activity, where participants could contribute free tote bags to consumers who came to convenience stores to be used as shopping plastic bags.

Based on the results of the interview it was concluded that the informants felt the #BhayPlastik campaign had used the right media and methods and had achieved the objectives of the campaign. This result was supported by the results of a survey which stated that they agreed and strongly agree with the use of the media and methods which were each 46.7%. It is mean a positive response is 93% of respondents.

Most respondents answered agree with the statement, through the #BhayPlastik campaign making the Telkomsel logo easy to remember with a percentage of 43.3%. These results indicate that the #BhayPlastik campaign has made Telkomsel's Instagram followers more aware of the Telkomsel logo. This is agreed either by two informant who are the source data of this research. The respondents answered agree with the statement, through the #BhayPlastik campaign

Telkomsel is an environmentally friendly with a percentage of 56.7%. These results indicate that the #BhayPlastik campaign has made Telkomsel's Instagram followers' rate Telkomsel as an environmentally friendly mobile telecommunications operator that confirmed by two informants. The majority of respondents answered agree with the statement, through the #BhayPlastik campaign Telkomsel was able to meet the needs of the community to preserve the environment with a percentage of 43.3%. These results indicate that the #BhayPlastik campaign has made Telkomsel's Instagram followers consider is the superior brand in environmentally friendly.

As the summary and the mix results of the quantitative and qualitative methods, here is the Figure 1.
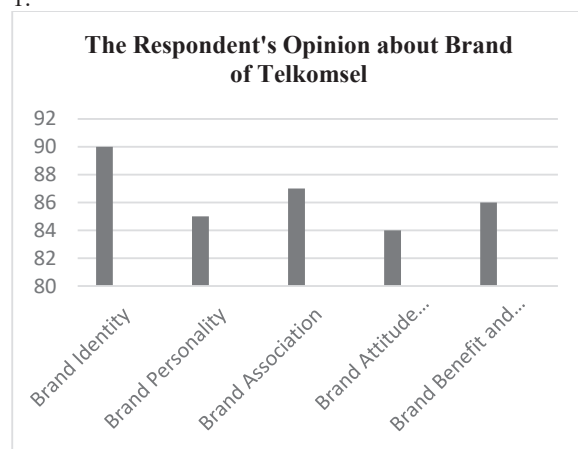

Fig. 1. The Respondent's Opinion about Brand of Telkomsel

Source: Primary Data, 2019

The data show that brand identity is a physical identity associated with the brand that customers easily recognize and distinguish it from other brands, especially for logos, colors and company identity. This is confirmed by informants that through the #BhayPlastik campaign, the brand identity stronger. The customer recognizes Telkomsel easily as distinguishes brand from other brands in the same category, so the brand personality is quite strong.

Brand Association of Telkomsel arise the unique that repeated social campaign and consistent activities, very strong issues related to certain meanings as the environmentally friendly that are very strongly attached to a brand. #BhayPlastik campaign makes Telkomsel interaction with customers in offering the clean environment benefits and value of the preserve nature. Telkomsel identified as the brand has attitude and behavior in their activities inherent in the brand excellence in collaborate with the society. Telkomsel has strength in its competence as a telecommunications company that also cares about the environment. The community is more like Telkomsel than before the social campaign. Evidenced by Figure 1 which is very strong for brand identity, brand association, brand benefit and competence.

The important role of social media in maintaining brand reputation dan image also confirmed through the twitter sentiment analysis of net brand reputation of mobile phone providers. The result showed that people discussion about the brand on the twitter represent the reputation of the brand. The use of social media also summaried most keywords that people discussed, thus the company can anticipate or mitigate the possible impatct to their brand [19].

5 Conclusions

Through the results and discussion above, it can be concluded that with the #Bhayplastic campaign on Instagram, Telkomsel succeeded in strengthening the brand on its Instagram followers. Telkomsel is getting its identity as a telecommunications product that cares about environmental preservation. A strong brand association that is beneficial to the environment and competent in carrying out campaigns to protect nature free of plastic.

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