



## ABSTRAK

### ANALISIS PEMANFAATAN MEDIA SOSIAL INSTAGRAM @TRASHHEROYOGYAKARTA DALAM MENDORONG KESADARAN DAN EDUKASI KEBERSIHAN LINGKUNGAN DI KOTA YOGYAKARTA

Indra Setyo Utomo  
5211711293

Permasalahan pengelolaan sampah di Kota Yogyakarta menjadi isu serius seiring dengan penutupan TPA Piyungan karena kelebihan kapasitas. Dalam kondisi ini, diperlukan pendekatan inovatif untuk meningkatkan kesadaran dan edukasi masyarakat tentang pentingnya kebersihan lingkungan. Media sosial, khususnya Instagram, menjadi salah satu sarana strategis dalam penyebaran informasi dan ajakan perubahan perilaku. Trash Hero Yogyakarta, sebagai organisasi non-profit yang bergerak di bidang lingkungan, memanfaatkan akun Instagram @trashheroyogyakarta untuk menyampaikan edukasi mengenai pengelolaan sampah. Penelitian ini bertujuan untuk menganalisis bagaimana proses pengelolaan media sosial Instagram tersebut berdasarkan model *The Circular Model of SOME* oleh Regina Luttrell yang meliputi tahap *Share, Optimize, Manage, dan Engage*. Penelitian ini menggunakan metode kualitatif deskriptif dengan pendekatan studi kasus. Teknik pengumpulan data dilakukan melalui wawancara mendalam, observasi, dan dokumentasi terhadap konten Instagram. Hasil penelitian menunjukkan bahwa akun @trashheroyogyakarta secara konsisten membagikan konten edukatif dan kolaboratif melalui berbagai fitur Instagram seperti *feed, story, dan reels*. Tahap *Share* dilakukan dengan menyusun konten sesuai karakteristik audiens dan mempertahankan identitas visual akun. Pada tahap *Optimize*, akun ini aktif mendengarkan percakapan publik dan menyesuaikan konten sesuai isu terkini. Tahap *Manage* diterapkan melalui monitoring insight dan respons cepat terhadap interaksi publik. Sementara tahap *Engage* diwujudkan dengan *call to action*, kolaborasi bersama *influencer*, dan penggunaan *hashtag* yang relevan. Meski telah cukup efektif, masih terdapat beberapa kelemahan seperti konsistensi dalam membalas komentar dan pemanfaatan data insight secara maksimal. Penelitian ini menegaskan pentingnya strategi komunikasi digital dalam isu lingkungan dan menunjukkan potensi Instagram sebagai media edukasi sosial..

**Kata Kunci:** Media Sosial, Instagram, Trash Hero Yogyakarta, Edukasi Lingkungan, *The Circular Model of SOME*

## **ABSTRACT**

### ***ANALYSIS OF THE UTILIZATION OF SOCIAL MEDIA INSTAGRAM @TRASHHEROYOGYAKARTA IN ENCOURAGING AWARENESS AND EDUCATION OF ENVIRONMENTAL CLEANLINESS IN THE CITY OF YOGYAKARTA***

*Indra Setyo Utomo  
5211711293*

*The issue of waste management in Yogyakarta City has become a serious concern, particularly following the closure of the Piyungan Final Waste Disposal Site (TPA) due to overcapacity. In light of this situation, innovative approaches are required to raise public awareness and educate the community about the importance of environmental cleanliness. Social media, particularly Instagram, serves as a strategic platform for disseminating information and promoting behavioral change. Trash Hero Yogyakarta, a non-profit environmental organization, utilizes the Instagram account @trashheroyogyakarta to deliver educational content related to waste management. This study aims to analyze the Instagram content management process using Regina Luttrell's Circular Model of SOME, which consists of four stages: Share, Optimize, Manage, and Engage. The research adopts a descriptive qualitative method with a case study approach. Data were collected through in-depth interviews, observation, and documentation of the Instagram account's content. The findings indicate that @trashheroyogyakarta consistently shares educational and collaborative content through various Instagram features, such as feed, stories, and reels. The Share stage is implemented by tailoring content to the characteristics of the target audience and maintaining a consistent visual identity. In the Optimize stage, the account actively listens to public conversations and aligns its content with current environmental issues. The Manage stage involves monitoring analytics and providing timely responses to public interactions. The Engage stage is realized through calls to action, collaborations with influencers, and the use of relevant hashtags. Although the account is generally effective, there are areas for improvement, such as response consistency and optimal use of content insights. This research highlights the significance of digital communication strategies in addressing environmental issues and demonstrates the potential of Instagram as a medium for environmental education.*

**Keywords:** *Social Media, Instagram, Trash Hero Yogyakarta, Environmental Education, The Circular Model of SOME*