

## Netnography Study of Followers of @zerowaste.id\_official in Obtaining Information and Education about Zero Waste



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**ABSTRACT:** The Instagram account of @zerowaste.id\_official continuously campaigns for a lifestyle of zero waste in order people can start to sort and choose waste. This research is follow-up previous research about netnography study of the Instagram account of @zerowaste.id\_official. This research focuses on followers of the account. Qualitative research using the netnography method was carried out especially for followers of the @zerowaste.id\_official to explore the information and education they received. Informants were randomly selected within the posting period in March, April and May 2023 and were analyzed qualitatively. The results show that posts from the account of @zerowaste.id\_official are quite useful to start living with minimal waste and explain what should be done to minimize the waste generated. The informants also gave their opinion in terms of the posts and sometimes there was feedback from @zerowaste.id\_official regarding the question or suggestion.

**KEYWORDS:** education, information, media social, netnography, zero waste

### I. INTRODUCTION

Waste is an object, item or material that is no longer needed or used by humans. Many people think that rubbish is dirty, disgusting and cannot be reused, all activities carried out by humans will always result in piles of rubbish that can disturb health and comfort, not to mention the problem of the smell of rubbish (Deasastika & Nugrahani, 2021; Fauzani & Chatamallah, 2022; Nizar et al., 2017; Song et al., 2015). Waste is always a problem because waste production never runs out. In Indonesia, the amount of waste generated is 19,517,172.98 tonnes/year (Sistem Informasi Pengelolaan Sampah Nasional, 2023). Every effort is made to reduce waste. One of them is the zero-waste movement by utilizing social media Instagram @zerowaste.id\_official.

Zero Waste Indonesia (ZWID) is a Foundation and Social Entrepreneur with the first online-based community in Indonesia which was founded in 2018 by Maurilla Imron and Kirana Agustina (zerowaste.id, 2018). The aim of establishing ZWID is to invite Indonesian people to live a zero-waste lifestyle. Zero Waste Lifestyle is a lifestyle to minimize the production of waste produced by each individual which will end up in final disposal sites in an effort to preserve the environment (zerowaste.id, 2018).

A lot of research has been done regarding the Zero Waste Lifestyle. Rahayu, et al (2021) conducted research on the zero-waste movement as a form of caring for the environment in South Tangerang City. The results show that the zero waste movement has resulted in *Rumah Minimal Sampah*, which is a supporting program for communities that care about the environment and has an online environmental movement base through social medial (Rahayu et al., 2021).

Lubis (2021) said that the Zero Waste Indonesia community can communicate environmental communication well through digital communication focused on its official Instagram, namely @zerowaste.id\_official. However, the Zero Waste Indonesia community has not been able to monitor its followers to actually implement environmental policies. zero waste lifestyle in everyday life (Lubis, 2021). Therefore, this account helps community to understand about the zero-waste lifestyle.

Furthermore, research on zero waste with social media, namely Instagram, by Adeni, et al (2023) with a netnography study shows that Instagram followers actively follow posts that are educational in nature. Followers of this account also actively participate in providing comments and suggestions on posts about zero waste (Adeni et al., 2023).

One of the research results show that many people are starting to become aware of following a zero waste lifestyle (Bernadette et al., 2022; Intan & Wardiani, 2019; Jakiyudin et al., 2022; Song et al., 2015; Wenas & Stefany, 2023). The information and education that the public needs can be obtained from various posts and accounts on social media, one of which is the Instagram account of @zerowaste.id\_official. This account consistently provides various kinds of information about waste management and how to try to achieve zero waste.

It is from this background that this research was conducted. Basically, this research is a continuation of previous research regarding zero waste conducted by Susri Adeni, Machyudin Agung Harahap, & Puri Kusuma Dwi Putri in 2023 with the title

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Netnography Study Zero Waste Campaign Through Media Social (Instagram @zerowaste.id\_official)(Adeni et al., 2023). It is interesting to know the attitude of the followers of @zerowaste.id\_official.

This study is qualitative with a netnographic approach. Kozinets (2010) defines netnography as a form of qualitative research that seeks to understand the cultural experiences that encompass and are reflected within the traces, practices, networks and systems of social media (Kozinets, 2010). Netnography research was carried out on followers of @zerowaste.id\_official who actively commented on the account's posts. Researchers randomly contacted followers of @zerowaste.id\_official who provided their comments on posts in 2023 related to information and education about minimal waste and related to managing various types of waste and tips for reducing waste. Followers who responded to the researcher's direct message on Instagram were the ones who then became the researcher's informants. A total of 5 people responded and were willing to become informants, the rest were not willing to become informants. Next, the researcher asked several questions related to the information provided in the @zerowaste.id\_official account post. The data obtained by researchers was then processed qualitatively by reducing data, presenting data and drawing conclusions.

## II. RESULT AND DISCUSSION

The zero-waste campaign in Indonesia started in 2018 with the website <https://zerowaste.id/>. Then information was also shared via social media Instagram with @zerowaste.id\_official. To date there are 173,000 followers with 1,419 posts. This post started in April 2018 and there were not many responses or comments at the start of their post. However, over time, and with various information posts about zero waste, many people follow and provide comments and opinions on what is posted. @zerowaste.id\_official account posts starting from information about zero waste, tips on minimizing the use of plastic, interviews with zero waste actors regularly every month who are affiliated with certain zero waste activities such as Gitte, co-owner of organicup who lives in Denmark online and still There are many other sources of information that are useful for the community. There is even a challenge given by the @zerowaste.id\_official account to live zero waste in 30 days. Some examples of these posts can be seen below:



Figure 1. Tips for Reducing Plastic  
(Source: @zerowaste.id\_official, posted on 17 April 2018)

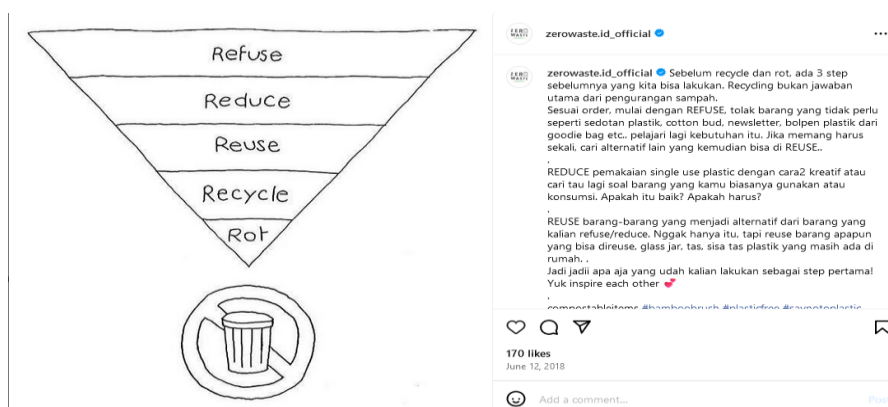


Figure 2. Information about 5R  
(Source: @zerowaste.id\_official, posted on 12 June 2018)

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**Figure 3. Bring your own bag to market**  
(Source : @zerowaste.id\_official, posted on 11 July 2019)



**Figure 4. Less Water During Ramadhan 2023**  
(Source: @zerowaste.id\_official, post on 22 March 2023)

And there are many other examples of posts that provide education to people to start living zero waste. Every post on the @zerowaste.id\_official account gets lots of likes and several comments. From there, researchers then randomly selected informants who commented on posts in 2023. The informants selected did not look at gender, age and length of time following the @zerowaste.id\_official account. Once researchers give a direct message and it is answered, they become informants in the research. The informant profiles in this study are shown in the following table:

**Table 1. Informants**

No	Initials	Sex	Age	Follow akun @zerowaste.id_official since
1.	AF	Female	35	2018
2.	BG	Female	32	2020
3.	CH	Male	25	2019
4.	DI	Male	28	2020
5.	EJ	Female	30	2020

Source: Research results

## Followers' Opinions about the @zerowaste.id\_official Account

Table 1 shows various informants with different ages and genders. Researchers did not ask about the informants' educational background and occupation. Researchers only want to know the opinions of followers of the @zerowaste.id\_official account about posts in their opinion and find out whether they have followed the zero-waste lifestyle and why they are interested in doing so. Various opinions were given by the informants but basically the informants started implementing a zero-waste lifestyle because they felt called to participate in preserving nature and the increasingly damaged environment. As stated by AF: "This account is quite helpful for beginners starting a waste-minimalist and conscious life. From this account, I reduced the waste of

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disposable sanitary napkins and disposable cotton. Now I'm starting to use *clodies* (local brand for nappies) for my child." It's interesting that with the @zerowaste.id\_official account, A tries to live with minimal waste.

BG also said the same thing as AF. Since BG found out about and followed the account @zerowaste.id\_official, he became interested in changing his lifestyle to be healthier with a zero-waste lifestyle. BG started to reduce his use of plastic and tried to consistently carry his own shopping bag. As said by BG, "I have always brought my own shopping bag for the past 2 years to reduce the use of plastic bags since I followed the account @zerowaste.id\_official. I think this account shares a lot of information."

CH and DI, even though they are men (because this activity is synonymous with women), they also started a zero-waste lifestyle. After following the account @zerowaste.id\_official and knowing the impact of waste, especially plastic, on the environment, they decided to minimize the use of plastic. "I now carry my own tumbler everywhere, especially to the office," said CH. CH further said that "since I followed the @zerowaste.id\_official account, I have learned a lot about the zero-waste lifestyle. This account provides a lot of useful education." Likewise with DI. "I tried to encourage my wife to also adopt a zero-waste lifestyle, especially after getting to know the @zerowaste.id\_official account. This account is good because there is a lot of information and education about the zero-waste lifestyle."

As a housewife, EJ also tries to make use of household waste to make it more useful. E said, "I learned how to make compost from the @zerowaste.id\_official account, how to reduce plastic waste in the household and lots of other useful education. I also invite my children to be more aware of plastic waste and ask them to bring their own tumblers." EJ's statement shows that the @zerowaste.id\_official account is very useful for increasing EJ's knowledge about the zero-waste lifestyle.

From the statements of the informants, it can be seen that the @zerowaste.id\_official account is very interesting and useful. This is because @zerowaste.id\_official provides various information about zero waste, including how to minimize the use of plastic, process household waste into compost, information on the 5R concept (refuse, reuse, reduce, recycle, and rot), interviews with sources who are active and care about the environment and various other information that can increase followers' knowledge about the zero-waste lifestyle.

### Zero-Waste Lifestyle Information and Education in @zerowaste.id\_official Account Posts

The interest of followers of the @zerowaste.id\_official account is due to the large amount of information regarding waste problems that have never been resolved. This is also because the waste handling system in Indonesia is not well managed, and ends up causing environmental problems (Jafriyanti, 2021). The @zerowaste.id\_official account also actively provides information needed by the public. In other words, the @zerowaste.id\_official account seeks to use social media to spread campaign messages through posts in the form of photos and videos about the zero-waste lifestyle to a large audience.

Based on the @zerowaste.id\_official account, from 2018 until now, @zerowaste.id\_official has shared content on zero waste lifestyle tips with more than 1,419 posts in the form of images or photos, Instagram stories posted in the account's story highlights, and videos. The aim is to invite his account followers to adopt a zero-waste lifestyle with several discussions, starting from discussions about plastic waste, textile waste and food waste. Various kinds of posts were uploaded according to the discussions they had designed, such as #waste management, #clothes exchange, #shoppingwithoutpackaging, #finishyourfood, #zwiddiy, #zwidgardening, #minimwaste, #antiplastic, #zerowaste30days and many more (Jafriyanti, 2021; Karnadi & Esfandari, 2020).

The amount of information and education provided by the @zerowaste.id\_official account shows consistency in inviting people to a zero-waste lifestyle. The informants also said that the @zerowaste.id\_official account really helped them to get the information needed to start a zero-waste lifestyle. As DI said, "I always check to see if there are any new posts from the @zerowaste.id\_official account. Sometimes if I forget about something, I will read old posts on that account. The posts on this account are very interactive and interesting." In line with AF, who emphasized that, "the posts and videos shared are very interesting and easy to understand." Meanwhile, according to CH, "the account must continue to provide insight into living with minimal waste. And I learned a lot of useful information from that account." BG and DI also gave the same opinion on the @zerowaste.id\_official account, information and education about the zero-waste lifestyle really helped them in applying it to their lives.

From the informant's statement, it can be seen that information and education from the @zerowaste.id\_official can influence its followers with various kinds of zero waste lifestyle activities. Then the @zerowaste.id\_official also holds interviews with environmental actors every month and posts them. So that followers of the @zerowaste.id\_official know many things and how other people have started initiatives for a zero-waste lifestyle.

## CONCLUSIONS

The @zerowaste.id\_official actively provides information and education about the zero-waste lifestyle. This aims to make people aware of the dangers of accumulated waste and people can start sorting plastic waste from home. The information and education provided by the @zerowaste.id\_official account on social media proves that it can influence the public and followers of the



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account. This is proven by the large number of followers of the @zerowaste.id\_official and implementing a zero-waste lifestyle after following this account.

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