

ABSTRACT

This study aims to find out the effect of the "Love Avoskin Love Earth" campaign on social media on the environmental awareness of generation Z. The research method used in this study is quantitative method with causality type. The sample in this research is determined by using nonprobability sampling with a purposive sampling technique. The questionnaire was distributed online through Google Form which was distributed to 96 respondents with aged 15 – 26 years. The data obtained were processed using IBM SPSS version 23 software. According to the results of hypothesis test by using T-test and F-test, it can be concluded that there is an effect of the "Love Avoskin Love Earth" campaign on social media on the environmental awareness of Generation Z. This is evidenced based from the result of the T test, $t^{\text{count}} 6.690 > 1.689 t^{\text{table}}$ with a significance value of $0.000 < 0.05$. In the results of the F test calculation, the f^{count} value is $44.750 > f^{\text{table}}$ value is 3.09 with a significance value of $0.000 < 0.05$, which means that H_0 is rejected and H_a is accepted. Based on the results of these calculations, it can be concluded that there is a significant influence on the "Love Avoskin Love Earth" campaign on social media on environmental awareness of generation Z.

Keywords: *Avoskin, campaign, environmental awareness, generation Z, social media*