

ABSTRACT

Fashion trends and the high consumptive level in society have led to the offering of clothes at very affordable prices known as Fast Fashion. This excessive consumptive level can lead to environmental issues that produce fashion waste. In providing understanding related to this, the #TukarBaju campaign through Instagram @tukarbaju_ invites its followers to start the campaign movement. This study aims to determine how much influence the #TukarBaju campaign has on the environmental literacy skills of @tukarbaju Instagram account followers. The research method used was descriptive quantitative with 400 respondents. The results of this study indicate that the #TukarBaju campaign has a positive and unidirectional effect on environmental literacy. Evidenced by the results of t count greater than t table ($12.014 > 1.965$) with a significance result of $0.000 < 0.050$ so that H_0 is rejected and H_1 is accepted, meaning that there is an influence of the #TukarBaju campaign on environmental literacy. Based on the results of the coefficient of determination, it shows that the #TukarBaju campaign has an influence of 26.6% on environmental literacy and the other 73.4% is influenced by other factors outside this study.

Keywords: Campaign, Environmental Literacy, Instagram, Social Media