

ABSTRACT

Waste is a global problem today, the amount that increases every year is an issue that is still a concern today. In today's digital era, media can influence the perception of individual behavior control by providing clear information and real evidence. Media is one of the backgrounds of a person in behavior. This research uses Theory of Reasoned Action from Icek Ajzen and Martin Fishbein and Creative Strategy from Christy Ashley and Tracy Tuten. The purpose of this research is to reduce, recycle and use @bumijo.id products as products that are more environmentally friendly and can be used repeatedly. This research uses quantitative methods with multivariate data analysis techniques using SEM-PLS.

Keywords: Instagram Creative Strategy; Environmental Communication Strategy; Environmental Awareness; Perceived Behavioral Control; Product Use; @bumijo.id