

Analysis of the Use of Instagram @Dlhkotajambi as a Campaign Media in Waste Management in Jambi City 2017-2023

Srie Rachma Widya Santoso

Government Science Study Program, Department of Social and Political Science, Universitas Jambi, Jambi, Indonesia

Abstract.

This research aims to analyze the use of Instagram @dlhkotajambi as a campaign medium in waste management in Jambi City. This research uses qualitative methods. The data sources in this study consist of primary and secondary data. Primary data were obtained through in-depth interviews with informants directly involved in managing the social media of the Jambi City Environmental Agency (DLH), as well as through observations of the content uploaded on the Instagram account @dlhkotajambi. Meanwhile, secondary data were obtained from official DLH Jambi City documents, legislation related to waste management, and scientific literature, including books and journals. The findings of this study show that the use of Instagram @dlhkotajambi as a medium for waste management campaigns has been ongoing and demonstrates the commitment of the Jambi City Environmental Agency (DLH) to implementing digital-based public communication. However, the strategy being implemented is still oriented toward information delivery and has not yet fully developed participatory and persuasive approaches that can significantly drive changes in community behavior. Therefore, it is necessary to optimize digital communication strategies through increased interactivity, strengthening community-based collaboration, developing applicable educational content, and innovating in more creative and engaging content packaging.

Keywords: Social Media; Instagram; Waste Management; Jambi City;

INTRODUCTION

The issue of waste remains a complex and ongoing environmental problem, especially in urban areas (Noor et al., 2020). Population growth, rapid urbanization, increased economic activity, and changes in consumption patterns have

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Correspondence Srie Rachma Widya Santoso  srierachma@gmail.com
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contributed to the rising volume of waste generated each year (Liu et al., 2019; Satterthwaite, 2009; Voukkali et al., 2024). Indonesia is even listed among the world's highest waste producers. Based on Law Number 18 of 2008 concerning Waste Management, waste is defined as the residue of human daily activities and/or natural processes in solid form. With a large population and a high growth rate, increased waste generation is a logical consequence of social and economic dynamics (Aisha, 2023; Atmanti, 2023; Fitri & Ferza, 2020).

Nationally, data from the National Waste Management Information System (SIPSN) of the Ministry of Environment and Forestry (KLHK) in 2022 shows that national waste generation reached 21.1 million tons per year. However, only about 65.71% was successfully managed, while the remaining 34.29% has not been optimally handled (Sipsn.kemenlh.go.id, 2022). This condition indicates that serious challenges remain in Indonesia's waste management system. At the regional level, Jambi Province also faces similar issues. SIPSN data from 2022 shows that Jambi City is the largest contributor to waste generation in the province, amounting to 159,688 tons per year (Sipsn.kemenlh.go.id, 2022). As the provincial capital and center of economic, social, and governmental activities, Jambi City's high volume of waste has implications for various issues, ranging from environmental pollution and public health disturbances to a decline in the city's aesthetic quality (Hilsia et al., 2024). Poorly managed waste can cause diseases such as diarrhea and dengue fever, contaminate soil and water through leachate, and trigger social conflicts due to littering behavior (Abubakar et al., 2022).

This issue underscores that waste management cannot rely solely on a technical-operational approach; rather, it requires active community participation (Abubakar et al., 2022; Ziraba et al., 2016). Therefore, public communication strategies and social campaigns are important instruments for raising awareness and changing public behavior regarding waste management. Social campaigns, as stated by Rogers & Storey (1987), are a series of planned communication actions

aimed at creating a specific effect on a wide audience within a certain period. In this context, the waste management campaign aims to shape the community's awareness, attitudes, and behaviors to be more concerned about environmental cleanliness.

Along with the development of information and communication technology, the government is required to adopt a digital approach in governance (digital government) (Erkut, 2020). Digital government not only improves the efficiency of public services but also expands access to information, enhances transparency, and strengthens public participation (Janowski, 2016). One tangible implementation of digital government is the use of social media for communication and public policy campaigning (Gil-Garcia et al., 2018; Gil-Garcia & Flores-Zúñiga, 2020). Social media, particularly Instagram, has become a popular and effective platform for reaching a wide audience. Instagram allows for the delivery of messages through a combination of engaging visuals and narratives that are interactive and easily accessible to various groups (Leaver et al., 2020). In the context of governance, social media can serve as a means of two-way communication between the government and the public, as well as a medium for public education (Khan, 2017; Song & Lee, 2016).

The Environmental Agency (DLH) of Jambi City, as a regional agency with duties and functions in environmental management, including waste management, also uses social media as part of its communication strategy. The official Instagram account @dlhkotajambi has been created since 2017 and is used to convey information, education, and campaigns related to cleanliness and waste management in Jambi City. However, based on observational data on the number of posts on the account during 2017–2023, there is a noticeable trend of decreasing posting activity year over year. This condition indicates the potential underutilization of Instagram as a medium for waste management campaigns. However, amid the high volume of waste in Jambi City, social media can serve

as a strategic tool to build collective awareness among the community.

Several previous studies are relevant to the theme of using social media as a campaign medium, particularly in the context of public communication, social campaigns, and digital governance. First, a study by Dzalila and Amalia (2023) on the use of TikTok as a communication medium found that innovative digital platforms can enhance the effectiveness of message delivery to the audience. Second, the research by Baharuddin et al. (2021) examining the influence of social media on public political interest in responding to corruption issues in Indonesia shows that social media positively increases political awareness and participation.

Third, the research by Abidin & Cindoswari (2019) on Twitter's use in Ridwan Kamil's political communication shows that social media can be an effective political communication tool for building image and influencing voters, especially among the educated and middle class. Fourth, research by Ajril Fadli et al. (2020) examining environmental-themed social media accounts in Indonesia found that social media plays an important role in advocacy, education, and environmental campaigns. Fifth, research by Putra & Raymond (2024) on plastic waste reduction campaigns through social media shows that digital campaigns can have a significant impact on changing public behavior, particularly in reducing the use of single-use plastics.

Sixth, research by Farroza et al. (2024) on Twitter as a political branding medium concludes that social media can enhance positive framing and public trust in certain figures or institutions. However, the effectiveness of this is greatly influenced by the intensity of communication and consistent narrative management. Seventh, the research (Artaya & Purworusmiardi, 2019) on the effectiveness of online campaigns in promoting MSMEs in East Java shows that digital campaigns are not fully effective without strong interaction strategies and the selection of platforms that match the audience's characteristics. Eighth, the research (Luciana &

Nurjanah, 2017) on the use of Instagram by the Environmental and Sanitation Agency of Pekanbaru City concluded that Instagram is quite effective as a medium for delivering government information. However, there are obstacles, such as low community participation and limited interest among the elderly in social media.

Ninth, research by Luciana and Nurjanah (2017) states that social media campaigns can be an effective alternative in building communication between institutions and the public. Digital campaigns enable more participatory communication, provided the messages conveyed are clear and relevant to the public's needs. Tenth, the research (Karim & Yulianita, 2021) on campaigns on Instagram as a Public Relations practice shows that campaign messages packaged in an attractive, interactive manner can significantly influence changes in the attitudes of account followers.

However, most previous studies have predominantly focused on political campaigns, public figure branding, or broad environmental awareness movements at the national level. Research that specifically examines how local governments strategically utilize social media as an instrument for city-level waste management campaigns remains relatively underdeveloped. In particular, existing studies tend to emphasize quantitative engagement indicators—such as the number of followers, likes, and comments—without critically analyzing message framing, narrative construction, interaction patterns, and their alignment with behavioral change objectives in environmental governance. Furthermore, there is limited scholarly attention to medium-sized cities such as Jambi City, where socio-environmental characteristics and digital literacy levels may shape distinctive communication dynamics. To address these gaps, this study formulates the following research questions: How is Instagram @dlhkotajambi strategically utilized by the Jambi City Environmental Agency as a campaign medium for waste management? By articulating these specific questions, the study moves beyond

a merely descriptive account of social media usage and instead focuses on the strategic and communicative dimensions of digital campaigning.

The novelty of this research lies in its critical examination of a local government Instagram account as a policy communication instrument in waste management, integrating content analysis with an assessment of public engagement patterns. Unlike previous studies that often treat social media as a neutral dissemination tool, this study positions Instagram as a strategic arena where environmental narratives are constructed, negotiated, and responded to by citizens. Consequently, this research contributes not only to the literature on government communication and digital governance, but also to the development of evidence-based digital campaign strategies that support more effective, inclusive, and participatory environmental governance at the local level.

THEORETICAL FRAMEWORK

Social Media

The development of information and communication technology has led to a transformation in societal communication patterns, from a one-way model to two-way and multidirectional communication (Uzuegbunam, 2020). Social media emerged as part of the Web 2.0 revolution, allowing users not only to be consumers of information but also to be producers of content (prosumers) (Delfanti & Arvidsson, 2019). Social media, as a group of internet-based applications built on the ideological and technological foundations of Web 2.0, enables the creation and exchange of user-generated content (A. Kaplan & Mazurek, 2018). According to A. M. Kaplan (2018), social media has key characteristics that distinguish it from conventional media, namely network, information, archive, interactivity, social simulation, user-generated content, and rapid dissemination.

The network aspect indicates that social media builds relationships among users in an interconnected structure. Information becomes the main commodity that is produced, exchanged, and distributed in real time. The archival nature allows every piece of content to be stored and accessed again. Interactivity allows for direct dialogue between content creators and the audience. Meanwhile, dissemination demonstrates the ability to spread messages quickly and widely, regardless of geographical boundaries.

In the context of governance, social media has become an important instrument in the practice of digital government (Singh et al., 2020). The government's use of social media not only aims to convey policy information but also to build transparency, accountability, and public participation (Dwivedi et al., 2017). Jaeger & Bertot, (2016) state that social media can enhance government openness because it allows the public to interact directly with public institutions. Thus, social media becomes a more democratic means of public communication compared to traditional media (Moreira Aguirre et al., 2019).

Instagram, as a visual social media platform, has unique characteristics in message delivery. Content in the form of images, videos, reels, and infographics allows messages to be conveyed in a more engaging, easily understandable way. Information visualization has been shown to be more effective at attracting attention and enhancing message retention than text alone (Laestadius, 2016). Therefore, in the context of social campaigns, Instagram is a strategic medium for raising public awareness of issues, including environmental issues and waste management (Russmann & Svensson, 2016).

From the perspective of digital communication strategy, Safko & Brake (2009) proposed four main pillars of social media management: communication, collaboration, education, and entertainment. Communication involves delivering clear, consistent messages to the audience. Collaboration refers to efforts to build community

engagement and active participation. Education emphasizes the role of social media in enhancing public knowledge. Meanwhile, entertainment aims to create engaging content so that the message is more easily received. These four pillars serve as important indicators in assessing the effectiveness of using social media as a government campaign medium.

Social Campaign

Social campaigns are part of persuasive communication, systematically designed to influence society's attitudes, opinions, and behaviors toward a social issue (Dokhanchi et al., 2019). Rogers & Storey, (1987) define a campaign as a series of planned communication actions designed to create a specific effect on a large audience over a certain period of time. This definition emphasizes three important elements: planning, changing objectives, and a structured timeframe. Larson, (1992) divides campaigns into several types, including social campaigns, which aim to encourage social change and public behavior on non-commercial issues such as health, education, and the environment. Social campaigns are not oriented toward economic profit, but rather toward public interest and collective welfare.

According to Venus et al. (2023), social campaigns have key characteristics, including behavior change objectives, clearly defined target audiences, persuasively designed messages, and strategic media use. In a social campaign, success is not only measured by how many messages are conveyed, but also by the extent to which there is a change in attitudes and actions of the community. In environmental communication, social campaigns play an important role in fostering ecological awareness. The issue of waste management, for example, heavily relies on changes in individual and collective behavior. Without community participation, government technical policies will not be effective. Therefore, the waste management campaign aims to encourage the community to reduce, sort, and manage waste

responsibly (Venus et al., 2025).

In the context of social media, attention can be obtained through engaging visual content, interest through relevant information, desire through persuasive messages, and action through participatory calls, such as sorting waste or participating in cleanliness programs. Furthermore, digital-based social campaigns have advantages in terms of wide reach, relatively low cost, and interactive capabilities. However, the challenges lie in message consistency, content creativity, and audience engagement. Campaigns that are purely informative, without interaction, tend to be less effective at driving behavioral change (Intyaswati et al., 2021).

RESEARCH METHODS

This research uses a qualitative method. The qualitative method was chosen because this study aims to deeply understand how the Instagram account @dlhkotajambi serves as a campaign medium for waste management by the Jambi City Environmental Agency. Qualitative research enables researchers to comprehensively explore social phenomena, particularly communication strategies, social media management processes, and interactions between the government and the community. An explanatory approach is used to systematically, factually, and accurately describe the social media strategies implemented in the campaign. This research was conducted at the Environmental Agency (DLH) of Jambi City, focusing on the management of the official Instagram account @dlhkotajambi. The selection of the research location was based on the consideration that the DLH of Jambi City is a regional government agency with duties and functions in environmental management, particularly waste management, and actively utilizes social media as a means of public communication.

The data sources in this research consist of primary and secondary data. Primary data were obtained through in-depth

interviews with informants directly involved in the management of DLH Kota Jambi's social media, as well as through observation of the content uploaded on the Instagram account @dlhkotajambi. Primary data were collected through semi-structured, in-depth interviews lasting between 60–90 minutes per informant. Interviews explored themes such as campaign objectives, target audiences, content planning processes, message framing strategies, engagement evaluation, and perceived challenges. In addition, systematic observation of Instagram content was conducted using measurable parameters, including: type of content (informative, persuasive, educational, reporting, or interactive), dominant themes and message framing, use of visual elements and hashtags, posting frequency per month, and engagement indicators such as number of likes, comments, and comment characteristics (supportive, critical, neutral). Although this research does not rely on statistical measurement, engagement data were comparatively reviewed to identify patterns of public response across different content categories

The informants in this study were determined using purposive sampling based on clearly defined criteria: individuals directly involved in managing or supervising the @dlhkotajambi account, officials responsible for waste management programs, and staff involved in public communication or environmental campaigns. A total of six informants were interviewed, consisting of one head of division, two social media administrators, one waste management program coordinator, and two field officers involved in campaign implementation. These informants were selected because they possess firsthand knowledge of both the strategic planning and operational aspects of the campaign. Meanwhile, secondary data were obtained from official documents of DLH Kota Jambi, legislation related to waste management, scientific literature in the form of books and journals, and supporting data from the National Waste Management Information System (SIPSN).

Data analysis in this study uses interactive analysis, comprising three stages: data reduction, data presentation, and conclusion drawing. Data reduction is carried out by selecting and focusing on data that is relevant to the research indicators. Data presentation is structured as a systematic, descriptive narrative, making the research findings easier to understand. Next, conclusions are drawn by identifying patterns and relationships in the analyzed data. The analysis is carried out continuously from the data collection stage through to the completion of the research. To ensure data validity, this research uses triangulation techniques, namely source triangulation and methodological triangulation. Source triangulation is conducted by comparing interview data with observation and documentation data. Meanwhile, triangulation of techniques is carried out using various data collection methods to ensure the consistency and accuracy of the obtained information. Thus, the research results are expected to have a level of validity and credibility that can be scientifically accounted for.

RESULTS AND DISCUSSIONS

Communication

Communication indicators in social media strategy refer to how an institution conveys messages, builds interactions, and maintains information consistency to the public through digital platforms (Safko & Brake, 2009). In the context of this research, communication is analyzed through Instagram @dlhkotajambi, a media campaign for waste management by the Jambi City Environmental Agency (DLH). Based on interviews with the social media managers of the Jambi City Environmental Agency (DLH), the main purpose of using Instagram is to convey information to the public about operational activities and cleanliness programs. The informant stated:

"We use this Instagram to convey information about DLH activities, especially related to waste collection, community service activities, and cleanliness appeals." We want the public to know what the department has been doing." (Interview with the Social Media Manager of DLH Kota Jambi, 2024)

The statement indicates that the communication orientation being built is still focused on the informative function (information sharing), which conveys activities and programs that have been carried out. The results of the observation of @dlhkotajambi's Instagram posts also reinforce this finding. Most of the content consists of documentation of field activities such as waste transportation, drainage cleaning, and participation in World Environment Day celebrations. The captions tend to be formal and explain the chronology of activities, with little use of a persuasive or dialogic approach.

From the perspective of communication consistency, the documentation of posts shows fluctuations in posting frequency over several periods. Based on the account archive data, there are certain months with relatively low posting intensity compared to the previous periods. This condition affects audience engagement, which tends to decline as well. In the context of theory, Safko & Brake (2009), effective social media communication demands consistency in digital presence to maintain the relationship with the audience. Regarding interactivity, observations in the comments section indicate that responses to public questions or complaints have not been consistent. Some community comments regarding waste issues in certain areas do not always receive direct responses from the account admin. This was also acknowledged by the informant in the interview:

"We indeed cannot always respond to all comments yet, because social media management is still combined with other tasks." Usually, if there is an important report, we will follow up with the relevant department. (Interview with DLH Kota Jambi Staff, 2024)

The statement indicates a resource limitation in managing digital communication. However, according to A. M. Kaplan (2018), the main strength of social media lies in its ability to facilitate interactive, two-way communication. When communication remains predominantly one-way, the participatory potential of social media has not been fully realized. From the content perspective, the published material includes appeals to maintain cleanliness, dispose of waste properly, and support government programs. The documentation of the posts shows the use of sentences such as "Let's keep the cleanliness of Jambi City together" or "Dispose of waste in its place for a healthy environment." However, these messages are still normative and have not yet been fully packaged as persuasive narratives or stories that can build emotional connections with the community. In the theory of social campaigns, Rogers & Storey (1987), effective communication must create certain effects on the audience, including changes in attitudes and behavior. This means that message delivery should not only be informative but also encourage engagement and collective awareness. If linked to the AIDA model (Attention, Interest, Desire, Action), the existing content has attracted attention through visual documentation of activities, but has not yet fully developed the stages of interest and desire that encourage real actions from the community.

In addition, the use of Instagram's interactive features, such as polls, question boxes, educational reels, and live sessions, remains limited. Account documentation shows that interactive story features have not been consistently used as a means of public dialogue. In fact, these features can enhance engagement and strengthen two-way communication between the government and the public. Nevertheless, the existence of the Instagram account @dlhkotajambi demonstrates DLH Kota Jambi's commitment to adopting digital government practices. Social media has become a means of public transparency for the department's activities. The community can openly see documentation of waste

management activities, which indirectly supports the principle of government accountability.

Overall, on the Communication indicator, it can be concluded that the Jambi City Environmental Agency (DLH) 's use of Instagram has served as a medium for conveying information on waste management programs and activities. However, the communication established is still predominantly one-way and informative, with interactivity and responsiveness that are not yet optimal. The limited social media management resources and underutilization of interactive features affect the effectiveness of digital communication. Therefore, it is necessary to improve post consistency, strengthen two-way communication, and package messages more persuasively so that the waste management campaign on Instagram can be more effective at building community participation.

Collaboration

The collaboration indicator in social media strategy refers to the institution's efforts to build cooperation, participation, and active community engagement through digital platforms. From the perspective of Safko & Brake (2009), collaboration does not only mean formal cooperation with other institutions, but also creating participatory spaces where the audience can contribute, respond, and become part of the movements or campaigns being run. In the context of this research, collaboration is analyzed by examining how the Environmental Agency (DLH) of Jambi City uses Instagram @dlhkotajambi to build community engagement in waste management.

Based on the content on Instagram @dlhkotajambi, the collaboration remains more documentary in nature, focusing on joint activities such as mass communal work, environmental clean-up efforts, and commemorations of major environmental days involving schools, communities, and other institutions. The documentation of the posts

includes photos and videos of collaborative activities, with captions that mention the participation of various parties. This shows that, substantively, the DLH has collaborated with community elements, but has not yet fully maximized Instagram as a digital collaboration space. The results of the interview with the social media manager at DLH Kota Jambi revealed that cooperation with communities and other institutions is indeed underway, but it has not yet been specifically designed as a digital collaboration strategy. The informant stated:

"We often collaborate with schools, environmental care communities, and local neighborhoods in clean-up activities." However, for collaboration on Instagram, such as challenges or joint online campaigns, it has not been specifically programmed yet." (Interview with the Social Media Manager of DLH Kota Jambi, 2024)

The statement indicates that collaboration occurs more frequently through field activities (offline collaboration), while digital collaboration via Instagram remains suboptimal. However, in the context of social media, collaboration can take many forms, such as reposting community content, using campaign hashtags, participating in environmental cleanliness challenges, or running participatory campaigns based on user-generated content.

From the perspective of community participation, the findings reveal a more complex dynamic than merely stating that interaction is "not yet optimal." Observation of the comment sections across posts published during the 2024 observation period shows that residents occasionally use the platform to report piles of garbage, damaged waste bins, or uncollected waste in specific neighborhoods. For example, in several posts related to routine cleaning activities, users tagged the account and wrote comments such as requests for waste pickup in certain areas or complaints about irregular collection schedules. However, these reports are generally

reactive and case-based rather than part of a structured participatory mechanism initiated by the institution.

Interviews with social media administrators indicate that responses to such comments are handled situationally. One informant explained that “we usually forward the report to the technical division through WhatsApp if it concerns a specific location, but there is no special standard operating procedure (SOP) for managing reports from Instagram.” This statement illustrates that while Instagram functions informally as a complaint channel, it has not yet been institutionally integrated into a formal digital participation framework. As a result, participation occurs sporadically and depends largely on individual initiative rather than systematic design.

Moreover, the content analysis shows that most posts are dominated by documentation of official activities – such as clean-up operations, ceremonial events, or meetings – rather than participatory calls to action. There are very few posts explicitly inviting citizens to upload their own waste-sorting practices, use designated hashtags, or participate in digital challenges. The absence of recurring interactive formats (e.g., weekly themes, user-generated content reposts, or online competitions) indicates that the campaign model remains predominantly informational and top-down. In this context, the community is positioned primarily as an audience rather than as co-creators of environmental narratives.

From the perspective of social campaign theory, this finding reflects a limited operationalization of collaborative principles. Rogers & Storey, (1987) argue that effective social campaigns require active audience involvement as part of the movement itself, not merely as recipients of messages. Campaign success depends on the extent to which individuals internalize the issue and perceive themselves as agents of change. In the case of @dlhkotajambi, although informational content about waste sorting and cleanliness is available, the strategic transformation of followers into active participants is not yet strongly evident. There is limited evidence of narrative

framing that highlights citizen stories, showcases community champions, or builds symbolic collective identity around environmental responsibility.

Furthermore, in the framework of digital government, collaboration embodies the principle of participatory governance, where citizens are engaged not only in service consumption but also in co-production and policy support. Ideally, social media platforms should facilitate dialogic interaction, structured feedback loops, and digital co-creation spaces. However, based on documentation and interviews, there is no structured digital collaborative program such as scheduled live discussions, thematic online forums, influencer partnerships, or sustained hashtag-based campaigns. Interaction largely occurs in the comment section and remains administratively reactive.

Nevertheless, the findings also show initial signs of network-building potential. Several posts mention partner institutions, such as schools, local communities, or environmental groups involved in joint clean-up activities. These tagged collaborations indicate that offline partnerships already exist and that Instagram is occasionally used to acknowledge them. One informant noted that “we usually tag schools or communities involved in the activity so that their followers can also see the program.” This practice suggests the emergence of a digital network effect, although it has not yet evolved into a structured collaborative campaign model. If strategically developed—for example, through co-branded campaigns, shared hashtags, or user-generated content amplification—this network could significantly expand outreach and strengthen collective environmental awareness.

Overall, the Collaboration indicator demonstrates that while DLH Kota Jambi has established multi-stakeholder cooperation in waste management activities, the translation of this collaboration into participatory digital engagement remains limited. Collaboration is more institutional and offline-oriented, whereas Instagram is primarily used as a documentation and dissemination channel. The platform’s

potential as a space for co-creation, empowerment, and collective mobilization has not been fully optimized. Strengthening digital collaboration would require a shift from activity reporting toward participatory campaign design—such as community-based hashtag movements, digital clean-up challenges, interactive Q&A sessions, and systematic response mechanisms for citizen reports. Such transformation would reposition Instagram not merely as an information board, but as an interactive arena for building shared responsibility in urban waste governance.

Education

The education indicator in social media strategy refers to an institution's ability to convey informative information, enhance understanding, and build public awareness of certain issues. In the context of social campaigns, education is a key element because changes in societal behavior depend heavily on the level of knowledge and understanding. Safko & Brake, (2009) emphasize that social media not only serves as a means of communication but also as a public learning platform.

Based on observations of the Instagram account @dlhkotajambi, the educational content published generally consists of appeals to maintain cleanliness, invitations to properly dispose of waste, and information about the impact of waste on the environment. Some posts also feature simple infographics about the importance of keeping the city clean. However, the intensity of conceptual, in-depth educational content is still relatively limited compared to that documenting field activities. The results of the interview with the social media manager of the Jambi City Environmental Agency (DLH) indicate that community education is indeed one of the goals of using Instagram. The informant stated:

"We want the community to be more aware of the importance of cleanliness. Therefore, we often make posts urging the public not to litter." (Interview with the Social Media Manager of DLH Kota Jambi, 2024)

The statement indicates institutional awareness of the educational role of social media. However, based on the posts' documentation, the educational content still tends to be normative and has not yet fully explained the technical aspects, such as how to sort waste, the types of organic and inorganic waste, or the proper waste management mechanisms at the household level. From the perspective of social campaign theory, education is the initial stage of behavior change. The AIDA model (Attention, Interest, Desire, Action) explains that after attention is obtained, the next stage is to build interest and understanding through relevant and comprehensive information. If the educational message is only a general appeal without practical explanations, the potential for behavioral change is diminished.

Moreover, the analysis of content formats during the January–December 2024 observation period shows a clear dominance of activity documentation posts compared to systematically structured educational materials. Out of the total observed posts (for example, ±120 posts within one year), the majority consisted of photographs of clean-up activities, official meetings, ceremonial events, or waste transportation operations, typically accompanied by short descriptive captions. Only a limited number of posts explicitly provided step-by-step guidance on waste sorting, composting practices, or practical household waste reduction strategies.

In several cases, advisory messages such as “let’s dispose of waste properly” or “reduce plastic use” appeared in captions; however, these messages were generally normative and not supported by detailed visual explanations. There were very few carousel posts breaking down procedures into sequential slides, and educational reels or short tutorial videos explaining practical techniques – such as how to separate organic and inorganic waste at home – were rarely found. This pattern indicates that while educational intent is present, the pedagogical design of the content has not yet been systematically developed.

Interviews with social media administrators further illuminate this finding. One administrator stated, “Most of our content depends on field activities. If there is a clean-up event, we document it. We rarely create special educational videos because of limited time and editing skills.” Another informant acknowledged that “we realize tutorial-style content could be more interesting, but we do not yet have a specific content plan for that.” These statements suggest that content production is largely event-driven rather than strategy-driven. Educational communication, therefore, becomes incidental rather than programmatically structured.

From a communication perspective, this has important implications. Instagram, as a visually oriented platform, offers features—such as reels, carousel posts, infographics, and interactive stickers—that are highly conducive to micro-learning and behavioral nudges. However, the observed content pattern shows that the account functions more as a digital bulletin board documenting institutional activities than as an interactive educational medium designed to facilitate behavioral change. The educational dimension remains embedded in general appeals rather than translated into actionable, visually guided instructions that resonate with everyday practices of urban residents.

At the same time, it is important to note that the presence of advisory content and information about the environmental impact of waste indicates that DLH Kota Jambi has attempted to perform its public education role. Posts explaining the dangers of unmanaged waste or reminding citizens about cleanliness schedules reflect an awareness of educational responsibility. However, the depth of material remains limited. There is little evidence of thematic continuity—for example, a month-long focus on household waste segregation or a structured digital campaign series dedicated to composting education. Without thematic consistency and repeated reinforcement, the potential for sustained cognitive and behavioral impact becomes constrained.

In the broader framework of digital government, public education through social media should ideally move beyond information dissemination toward behavioral facilitation. Digital platforms can function as tools for environmental literacy building, where knowledge is simplified, contextualized, and made practically applicable. The findings of this study suggest that the educational role of @dlhкотajambi is still positioned at the awareness-raising stage rather than at the behavioral transformation stage. This distinction is critical because raising awareness does not automatically translate into routine waste-sorting practices or reduced plastic consumption.

Overall, under the Education indicator, Instagram @dlhкотajambi demonstrates the presence of educational elements, but these elements are predominantly normative, sporadic, and documentation-based. The challenge lies not merely in increasing the quantity of content, but in redesigning its pedagogical structure—through varied visual formats, step-by-step tutorials, thematic campaign series, and consistent message framing—to strengthen its capacity to influence community behavior. A shift from event-driven documentation to strategically designed digital environmental education would significantly enhance the transformative potential of the waste management campaign in Jambi City.

Entertainment

The entertainment indicator in social media strategy refers to an institution's ability to package messages in an attractive, creative, and enjoyable manner, thereby increasing audience attention and engagement. Safko & Brake, (2009) state that the entertainment element in social media does not mean eliminating the substance of the message, but rather becomes a strategy to make the message more easily accepted and remembered by the public. Based on the Instagram account @dlhкотajambi's observations, the entertainment

element in the content remains relatively limited. Most of the posts are formal and documentary in nature, with a delivery style that tends to be informative and administrative. The visuals displayed generally consist of field activity photos, with little creative processing or use of design elements that attract the attention of the younger generation, who are the dominant users of Instagram. In the interview, the informant acknowledged that the content packaging is not yet fully oriented toward visual creativity. The informant stated:

"We indeed focus more on delivering activity information. For more creative content like short videos or animations, we haven't made them regularly yet due to time and manpower constraints." (Interview with DLH Kota Jambi Staff, 2024)

The statement indicates that resource limitations are among the factors contributing to suboptimal entertainment elements in digital campaigns. However, in the context of social media, visually appealing content has a greater chance of being shared (shareable content) and reaching a wider audience. In modern social campaign theory, the edutainment approach (education + entertainment) is often used to convey social messages more effectively. This approach combines educational information with entertainment elements so that the message feels neither preachy nor inspiring, but rather inspiring. For example, educational memes, before-and-after videos of environmental conditions, cleanliness challenges, or reels content with popular music can increase audience engagement.

Based on the account documentation, there has been no use of digital trends such as challenges or content based on creative participation that are currently popular on Instagram. This results in relatively low content virality potential. In the context of the AIDA model, the entertainment element plays a crucial role in the attention and interest stages, helping attract attention and build initial interest among the audience toward the campaign message. Nevertheless, some posts about community service activities involving the public show

positive social interactions, even though they have not yet been packaged creatively. If managed more innovatively, those moments could be turned into inspiring content that strengthens the collective movement's image and helps maintain the cleanliness of Jambi City.

Overall, on the Entertainment indicator, it can be concluded that the entertainment element in Instagram @dlhkotajambi's use is still not optimal. The content tends to be formal and informative, with limited visual creativity. To enhance the effectiveness of the waste management campaign, innovation in packaging content that is more engaging, interactive, and aligned with the social media audience's characteristics is needed, without diminishing the substance of the educational message to be conveyed.

CONCLUSIONS

Based on the research results regarding the use of Instagram @dlhkotajambi as a waste management campaign medium by the Jambi City Environmental Agency (DLH), it can be concluded that the utilization of social media has shown an effort to adapt to digital government practices in public communication. However, its effectiveness is still not fully optimal when analyzed thru the four indicators of social media strategy according to Safko and Brake, namely communication, collaboration, education, and entertainment.

Regarding the communication indicator, Instagram @dlhkotajambi has served as a channel for conveying information on operational activities and waste management programs. The published content provides transparency into the agency's activities to the public. However, the established communication pattern is still predominantly one-way, with interactivity and responsiveness to the audience not yet optimal. The consistency of posts also experiences fluctuations, which affects the level of community engagement. Regarding the collaboration indicator, the Jambi City Environmental Agency (DLH) has collaborated with

various parties, including schools, communities, and other institutions, on waste management activities. However, the collaboration mostly occurs offline and is then published on Instagram. The use of social media as a participatory digital collaboration space, such as hashtag-based campaigns, cleanliness challenges, or user-generated content, has not yet been systematically developed. This indicates that Instagram's potential as a space for public participation has not yet been fully realized.

In its education content, Instagram has included messages and information about the importance of maintaining environmental cleanliness. However, educational materials that are applicable and in-depth, such as waste-sorting procedures or household waste management, remain relatively limited. Educational content tends to be normative and has not yet been fully packaged in a creative and easily understandable visual format for various segments of society. Thus, the educational function of social media in encouraging behavioral change in society remains underdeveloped. On the entertainment indicator, the content's elements of creativity and visual appeal are still not optimal. Most of the posts are formal and documentary in nature, with packaging that tends to be informative and administrative. The use of interactive features such as reels, polls, or challenges that follow digital trends has not been done consistently. However, the entertainment element in social media strategy plays a crucial role in attracting attention and increasing audience engagement with the campaign message.

Overall, the use of Instagram @dlhkotajambi as a media campaign for waste management has been ongoing and demonstrates DLH Kota Jambi's commitment to implementing digital-based public communication. However, the strategy being implemented is still oriented toward information delivery and has not yet fully developed participatory and persuasive approaches that can significantly drive behavioral change in the community. Therefore, it is

necessary to optimize digital communication strategies through increased interactivity, strengthening community-based collaborations, developing applicable educational content, and innovating in more creative and engaging content packaging. By strengthening these four indicators, Instagram has the potential to become a more effective social media platform for supporting waste management efforts and sustainably building environmental awareness among the people of Jambi City.

Nevertheless, this study has limitations, focuses only on the analysis of Instagram content from a single institutional account, namely @dlhkotajambi, which limits the ability to compare communication strategies across different government institutions or regions. Based on these limitations, future research is recommended to expand the scope of analysis by comparing digital environmental campaigns across multiple local governments or environmental institutions to obtain a more comprehensive understanding of effective communication strategies.

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