THE INFLUENCE OF PERSUASIVE MESSAGE VISUALIZATION OF THE #PAKAISAMPAIHABIS CAMPAIGN ON BEHAVIOR CHANGE *FOLLOWERS* CONSUME BEAUTY PRODUCTS

PENGARUH VISUALISASI PESAN PERSUASIF KAMPANYE #PAKAISAMPAIHABIS TERHADAP PERUBAHAN PERILAKU *FOLLOWERS* MENGKONSUMSI PRODUK KECANTIKAN

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ABSTRACT

The increase in beauty industry waste due to the trend of using beauty products in Indonesia, unfortunately, is not accompanied by public awareness of the environmental impacts caused. The #PakaiSampaiHabis campaign seeks to raise public awareness of the consumption of beauty products through the spread of persuasive messages in the form of visualization on Instagram @lyfewithless. The study aims to determine the effect of visualization of persuasive messages in the #PakaiSampaiHabis campaign on Instagram @lyfewithless on changes in *followers*' behavior in consuming beauty products. The research uses descriptive quantitative methods. Primary data was obtained from the results of a questionnaire of 100 Instagram *followers* @lyfewithless and interviews, while secondary data was obtained through literature studies. The data analysis technique uses Simple Linear Regression, Coefficient of Determination, and F Test. The results showed that message visualization in the #PakaiSampaiHabis campaign played a role of 64.6% in influencing changes in *followers*' behavior in consuming beauty products. Visualization of persuasive messages in the #PakaiSampaiHabis campaign with sound and music indicators is the main factor that attracts *followers*' attention in receiving and understanding the campaign. Changes in the behavior of *followers* consuming beauty products are in the contemplation stage in the form of high awareness to be responsible for the use of beauty products.

Keywords: persuasive message visualization, campaign, behavior change, beauty product consumption.

ABSTRAK

Meningkatnya limbah industri kecantikan akibat tren penggunaan produk kecantikan di Indonesia, sayangnya tidak diiringi dengan kepedulian masyarakat terhadap dampak lingkungan yang ditimbulkan. Kampanye #PakaiSampaiHabis berupaya menumbuhkan kesadaran masyarakat terhadap konsumsi produk kecantikan melalui penyebaran pesan persuasif dalam bentuk visualisasi di Instagram @lyfewithless. Penelitian bertujuan untuk mengetahui pengaruh visualisasi pesan persuasif dalam kampanye #PakaiSampaiHabis di Instagram @lyfewithless terhadap perubahan perilaku *followers* mengkonsumsi produk kecantikan. Penelitian menggunakan metode kuantitatif deskriptif. Data primer diperoleh dari hasil kuesioner 100 *followers* Instagram @lyfewithless dan wawancara, sedangkan data sekundernya diperoleh melalui studi kepustakaan. Teknik analisis data menggunakan Regresi Linier Sederhana, Koefisien Determinasi, dan Uji F. Hasil penelitian menunjukkan visualisasi pesan dalam kampanye #PakaiSampaiHabis berperan sebesar 64,6% dalam mempengaruhi

perubahan perilaku *followers* mengkonsumsi produk kecantikan. Visualisasi pesan persuasif kampanye #PakaiSampaiHabis dengan indikator suara dan musik menjadi faktor utama yang menarik perhatian *followers* dalam menerima dan memahami kampanye. Perubahan perilaku *followers* mengkonsumsi produk kecantikan berada di tahap perenungan berupa kesadaran yang tinggi untuk bertanggung jawab dalam penggunaan produk kecantikan.

Kata Kunci: visualisasi pesan persuasif, kampanye, perubahan perilaku, konsumsi produk kecantikan.

INTRODUCTION

The trend of using beauty products in Indonesia is increasingly popular along with various innovations being launched. Based on data from the Food and Drug Supervisory Agency of the Republic of Indonesia, 819 beauty industries have increased to 913 industries calculated from 2021 to 2022, of which 83% are dominated by the MSME sector (pom.go.id, 2022). Statista Indonesia data reports that the beauty and personal care market revenue in Indonesia will reach USD 7.23 billion or IDR 111.83 trillion in 2022. Beauty segmentation is predicted to grow every year by 5.81% (per year 2022-2027) (katadata. co.id, 2022).

The rapid production of beauty products and the trend of using cosmetics are increasingly widespread, but unfortunately this is not matched by consumer habits to consume wisely. The habit of consuming beauty products excessively and changing them has a negative impact on the environment due to packaging waste, considering that almost all cosmetic packaging is made from materials that are difficult to decompose. The packaging materials used by the beauty industry, such as mica, glass, plastic and iron, make decomposition difficult and have a negative impact on the environment (Hengky & Kikvidze, 2021). Based on Zero Waste Indonesia data, the global beauty industry can produce around 120 billion cosmetic packaging every year, most of which is in the form of single use plastic and contributes to 40% of plastic waste in Indonesia. Of the 120 billion cosmetic packaging, 79% ends up in final processing sites and only 9% is successfully recycled (waste4change.com, 2019).

Addressing the problem of waste in the beauty industry requires awareness and changes in the public's behavior in consuming it so that the negative impacts resulting from excessive use of cosmetics can be immediately minimized. One way to overcome the problem of cosmetic waste can be done with a campaign to encourage public behavior. A campaign is a persuasive communication activity that can be used to achieve desired goals, as well as raise public opinion and awareness of current issues (Putrielse, 2022). Public awareness of specific issues is raised by campaign communications that focus on messages. Persuasive messages in campaigns are designed more creatively and effectively with the aim of raising awareness, attracting attention and causing the desired effect (Venus, 2022: 102). One important aspect of designing the content of a persuasive message is visualization. In campaigns, visualized messages can strengthen evocative power because they are accompanied by illustrations or real depictions related to the issues raised. Instagram is one of the most popular social media platforms in the world, including in Indonesia.

Instagram is a means of information where users can act as providers and users of information. Instagram users can disseminate information by including the Tag or Hashtag feature. This feature is also commonly used to promote social activities.

Responding to the problem of beauty product packaging waste, Lyfe With Less launched the #Pakaisampaihabis campaign which invites Indonesians to be responsible for the beauty products they buy by using them until they run out and depositing the packaging waste with waste management institutions (Dopita, 2022). It cannot be denied that the habit of consuming too many beauty products just because of trends and discounts can cause accumulation of goods and environmental problems (Wahyu, 2022).

Previous research related to this research topic was conducted by Utami et al (2022) with the title "Examining the #Bijakkelolasampah Campaign Message on Instagram @Waste4Change Regarding the Send Your Waste Program Which Has an Impact on Followers' Attitudes in Managing Skincare Waste". This research uses followers of the Instagram account @Waste4Change as research subject. This also shows that the #PakaisampaiHabis campaign research is novel because it uses followers of the Instagram account @lyfewithless as research subjects.

Other related research was conducted by Bramanta (2014) with the title "Earth Hour and Environmentally Friendly Campaign". This research uses Twitter account followers who live in Malang City as research subjects. This is different from the #PakaiUntilHabis campaign research which uses @lyfewithless Instagram followers from all over Indonesia as research subjects.

MATERIALS AND METHODS

This research uses descriptive quantitative methods. Descriptive quantitative is a research method that attempts to analyze data in the form of numbers used to describe a phenomenon with the aim of finding the influence between two or more variables so as to obtain conclusions from the research results (Oktariani, 2021).

Population is the totality of units of analysis that have certain qualities and characteristics determined by research to be studied and conclusions drawn (Santoso & Madiistriyatno, 2021). The population determined in this research is the 119,000 followers of the Instagram account @lyfewithless (@lyfewithless, February 2023).

A sample is a group of cases drawn or selected from a larger population of cases (Swarjana, 2022). The sampling technique is the process of selecting a number of elements from the population so that we can generalize these traits or characteristics to the population elements (Sekaran, 2015). Sampling technique in research using Simple Random Sample Probability because the sample is homogeneous, namely Instagram followers @lyfewithless who received the campaign message and have or are currently following #PakaiUntilHabis. The sample set was 100 followers calculated using the Taro Yamane formula.

A measurement scale is the determination or determination of a certain range or level for a variable, depending on the type of data related to the variable in the research (Sinambela, 2022). The measurement scale used in the research is a Likert scale to measure statement items related to the research objectives and a Weight Mean Score (WMS) measurement scale to determine the score interval for each statement item.

Data collection techniques include primary data and secondary data. Primary data is a type of data collected directly from the main source such as through interviews, surveys, experiments, and so on (Balaka, 2022). Primary data in this

research was obtained through questionnaires and interviews with several followers who agreed or disagreed. Secondary data is data collected from indirect or second hand sources, for example from written sources belonging to the government or libraries (Hardani et al, 2020). Secondary data in this research was obtained through literature study.

Data analysis techniques are analytical activities in research by examining all data from research instruments, such as notes, documents, test results, etc. This activity is carried out so that the data is easier to understand so that a conclusion can be obtained (Ramdhan, 2021). The data analysis technique in this research uses Simple Linear Regression to determine the direction of the relationship (positive or negative) between the #PakaiUntilHabis campaign message (X) and changes in followers' behavior (Y), Coefficient of Determination to find out how much contribution variable X has to variable Y by looking at R Square (R2) value, and Hypothesis Testing using Partial Significance Test by comparing tcount with table.

Table 1. Relationship Model Chart for Persuasive Campaign Message Visualization Variables.

Kerangka berfikir

Varibel Independen	**Varibel Dependen**
(X) Visualisasi Persuasive Campaign Message #PakaiSampaiHabis X.1 Photo X.2 Color X.3 Sound and Music X.4 Logo X.5 Ilustrasi (Venus, 2022)	**(Y) Changes in behavior *Followers* Consuming Beauty Products** Y.1 Pra Perenungan (*Precontemplation*) Y.2 Perenungan (*Contemplation*) Y.3 Persiapan (*Preparation*) Y.4 Tindakan (*Action*) Y.5 Pemeliharaan (*Maintenance*) (James Prochaska dkk,1994; Venus, 2022)

RESULTS AND DISCUSSION

The sample used in the research consisted of 100 followers of the Instagram account @lyfewithless with the characteristics of having seen persuasive messages in the #PakaisampaiHabis campaign and having or currently participating in the #PakaiUntilHabis campaign. The majority of followers come from Generation Z (born 1997-2012, aged 11-26 in 2023) and Generation Y or Millennials (born 1981-1996, aged 27-42 in 2023). Followers consist of 80% women and 20% men, 37% students and 23% private employees. 42% of followers have income below IDR 500,000 per month and followers 28% have income above IDR 3,500,000 per month.

This research aims to determine the influence of persuasive messages in the #Pakaisampaihabis campaign on the Instagram account @lyfewithless. The persuasive message variable for the #UseUntilHabis campaign is determined by five indicators, namely photos, colors, sound and music, logos and illustrations. Meanwhile, the variable for changes in followers' behavior in consuming beauty products is determined by five indicators, namely pre-contemplation, contemplation, preparation, action and maintenance.

Variable Result Description

Persuasive Message Visualization Variables in the #UseUntilHabis Campaign (X)

Table 1. Recapitulation of Indicator Variables Visualization of Persuasive Messages for the #UseUntilUltimateCampaign.

Visualization of Persuasive Campaign Messages #PakaiSampaiHabis (X)	Skor *Mean*	Kriteria Penafsiran
Photo	4,45	Very good
Color	4,46	Very good
Sound and Music	4,48	Very good
Logo	4,17	good
Ilustrasi	4,1	good
Jumlah	4,33	Sangat Baik

Based on the recapitulation table of indicators in the Persuasive Message Visualization variable in the #PakaiUntilHabis Campaign (X), it shows that the Sound and Music indicator takes the most dominant role, namely 4.48 and is in the Very Good category. It can be concluded that the visualization of the message in the form of sound and music in the #PakaiUntilHabis video is the main factor that can attract the attention of Instagram followers @lyfewithless in accept and understand the #UseUntilUltimately campaign.

Variable Visualization of Changes in Followers' Behavior Consuming Beauty Products (Y)

Tabel 2. Rekapitulasi indikator variabel perubahan perilaku *followers* mengkonsumsi produk kecantikan.

Changes in Followers' Behavior in Consuming Beauty Products (Y)	Skor *Mean*	Kriteria Penafsiran
Pra Perenungan (*Precontemplation*)	4,53	Very high
Perenungan (*Contemplation*)	4,55	Very high
Persiapan (*Preparation*)	4,28	Very high
Tindakan (*Action*)	4,28	Very high
Pemeliharaan (*Maintenance*)	3,99	high
Jumlah	4,33	Very high

Based on the recapitulation table of indicators in the Change in Behavior Consuming Beauty Products (Y) variable, it shows that the Contemplation indicator takes the most dominant role, namely 4.55 and is in the Very High category. It can be concluded that followers are in the Contemplation Stage, followers have a very high awareness of being responsible in consuming beauty products and are starting to look for risks through campaign messages on Instagram @lyfewithless.

Simple Linear Regression Analysis

The results of the Simple Linear Regression Analysis obtained at a constant value (α) of 2.588 indicate that when the Persuasive Message Visualization in the #UseUntilHabis Campaign (X) has a value of zero or does not increase, then the Change in Behavior Consuming Beauty Products (Y) will still have a value of 2.588. The regression coefficient (b) of 0.504 (positive sign) indicates a unidirectional influence, which means that if Variable X is increased by one unit it will increase Variable Y by 0.504 units.

Coefficient of Determination

The results of the Coefficient of Determination show that the R-Square (R2) or coefficient of determination has a value of 0.646 or 64.6%. This means that the visualization of persuasive messages in the #UseUntilHabis campaign influenced changes in behavior in consuming beauty products by 64.6%, while 35.4% was influenced by other factors not included in the research.

Hypothesis Testing (T Test)

Based on the results of Hypothesis Testing with the Partial Significance Test (T Test), it was found that the value of Tcount was 13.382 which was then compared with Ttable. So that a comparison between the Tcount and Ttable values is obtained, namely 13.382 > 1.984, meaning that H0 is rejected and Ha is accepted, so it can be formulated that the visualization of persuasive messages in the #Pakaisampaihabis campaign has a strong and positive significance in changing the behavior of consuming beauty products.

Visualization of Persuasive Messages in the #Pakaisampaihabisa Campaign on the Instagram Account @lyfewithless.

Visualization of Persuasive Messages in the #Pakaisampaihabis Campaign on the Instagram Account @lyfewithless

Visualization as a form of persuasive message is the use of visual elements to strengthen persuasive messages and increase the attractiveness and effectiveness of persuasive communication. The inclusion of visual elements including photos, colors, sound and music, logos, and illustrations in the content of persuasive messages, especially in campaign messages, aims to make the message easier to understand, attract attention, stick in the memory, and be able to provide an awareness effect (Venus, 2022).

The Photo Indicator (X.1) received a mean score of 4.45 in the Very Good category. It can be concluded that the inclusion of photos of beauty products used in photo uploads in the persuasive message of the #UseUntilHabis campaign is able to attract the attention of followers in accepting and understanding the campaign.

Figure 1. Photo of Beauty Products

The Color Indicator (X.2) gets a mean value of 4.46 in the Very Good category. It can be concluded that the environmental-themed colors (white, green, brown) in the persuasive message uploads of the #pakaisamaihabis campaign are able to attract the attention of followers in accepting and understanding the campaign.
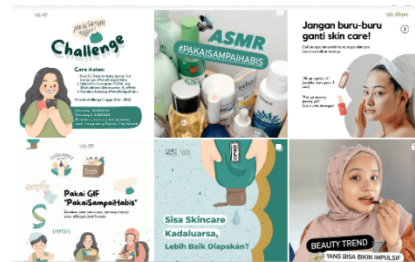

Figure 2. Colors in campaign uploads.

The Sound and Music Indicator (X.3) received a mean score of 4.48 in the Very Good category. It can be concluded that the sound and music used in the video calling for the #UseUntilHabis campaign are able to attract the attention of followers in accepting and understanding the campaign.

Figure 3. Sound and Music in the video.

The Logo indicator (X.4) gets a mean value of 4.17 in the Good category. It can be concluded that the #PakaiUntilHabis campaign logo is able to stick well in followers' memories.

Figure 4. Campaign logo

The Illustration Indicator (X.5) gets a mean value of 4.1 in the Good category. It can be concluded that the illustrations in the persuasive message of the

#UseUntilHabis campaign are able to provide a good awareness effect for followers.

Figure 5. Illustration in the campaign video

The results of the analysis based on processed follower data stated that the persuasive message variable of the #PakaiSampaiHabis campaign on sound and music indicators took the most dominant role with a mean value of 4.48 (very good). It can be concluded that the visual elements in the form of sound and music used in the persuasive message video of the #PakaiUntilHabis campaign are very strong in attracting the attention of followers so that they become the main factors chosen by followers in determining a change in behavior in consuming beauty products.

Changes in Followers' Behavior in Consuming Beauty Products

Behavior change is a process of adopting new behavior carried out by individuals in a complex manner, where before the individual takes action there is an initial process in the form of stages that he goes through in order to adopt a behavior including Precontemplation, Contemplation, Preparation), Action, and Maintenance (James Prochaska, John Norcross & Carlo Diclemente, 1994; Venus, 2022:64-65). The Precontemplation indicator (Y.1) has one category, namely the Introduction to Information obtained category. This indicator gets a mean value

of 4.53 in the Very High category. It can be concluded that followers already know the message "#UseUntilYou're Finished Beauty Products" as an effort to change beauty product consumption behavior. The Contemplation indicator (Y.2) has two categories, namely the Awareness and Risk Search categories. This indicator gets a mean value of 4.55 in the Very High category. It can be concluded that followers have a very high awareness of being responsible in consuming beauty products after receiving the campaign message by searching for risks when participating in the campaign. The Preparation Indicator (Y.3) has two categories, namely the Desire to Act category and Learning Things related to Invitations in Messages. This indicator gets a mean value of 4.28 in the Very High category. It can be concluded that followers have a very high desire to carry out campaigns by considering purchasing beauty products after understanding the message and studying the campaign messages #pakaisampaihabis on the Instagram account @lyfewithless. The Action Indicator (Y.4) has one category, namely the Conduct Behavior category. This indicator gets a mean value of 4.28 in the Very High category. It can be concluded that some of the 145 followers have carried out campaign actions in accordance with the #pakaisampaihabis campaign message. The results of the analysis based on processed follower data state that the change in followers' behavior in consuming beauty products is an indicator of contemplation in the form of awareness of taking the most dominant role with a mean value of 4.55 (very high). It can be concluded that the majority of followers are already in the contemplation stage, where followers already have a high awareness of being responsible in consuming beauty products after receiving the persuasive message in the #Pakaisampaihabis campaign.

The Influence of Persuasive Message Visualization of the #UseUntilHabis Campaign on Changes in Followers' Behavior in Consuming Beauty Products

The influence of persuasive message visualization in the #UseUntilHabis campaign on the @lyfewithless Instagram account on changes in followers' behavior in consuming beauty products, based on the results of Simple Linear Regression calculations, the result is 0.504 or 5.04%, which is positive. This means that the visualization of persuasive messages in the #UseUntilHabis campaign on the Instagram account @lyfewithless with changes in followers' behavior in consuming beauty products has a positive dependency of 5.04%. The results of the calculation of the Coefficient of Determination obtained an R-Square (R2) value of 0.646 or 64.6%, which is a coefficient of determination which shows the magnitude of the influence of the persuasive message visualization variable in the #PakaiSampaiHabis campaign on the @lyfewithless Instagram account on the change in the behavior of followers consuming beauty products. The results of the Partial Significance Test Hypothesis test (T Test) show that the persuasive message visualization variable in the #UseUntilHabis campaign has a Tcount of 13.382 which is then compared with a Ttable of 1.984. So it proves that the Tcount value is greater than Ttable, namely 13.382 > 1.984 and Sig. 0.000 < 5%, meaning H0 is rejected and Ha is accepted.

CONCLUSIONS

The visualization of persuasive messages in the #UseUntilHabis campaign includes aspects of photos, colors, sound and music, logos and illustrations. The sound and music aspects are the indicators with the highest scores and are included in the very good category. It can be concluded that the sound and music in the #PakaiUntilHabis video are the main factors that can attract the visualization of Instagram followers @lyfewithless in accepting and understanding the #PakaiUntilHabis campaign.

Changes in behavior in consuming beauty products include aspects of Pre-Contemplation, Contemplation, Preparation, Action, Maintenance. The Contemplation aspect in the form of awareness is the indicator with the highest score and is included in the very high category. It can be concluded that the majority of Instagram followers @lyfewithless are in Stage.

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