

ABSTRAK

Permasalahan lingkungan, khususnya isu sampah dan rendahnya kesadaran masyarakat dalam pengelolaan limbah, menjadi tantangan serius di kawasan perkotaan. Kondisi ini menuntut keterlibatan berbagai pihak, termasuk pelaku usaha, dalam membangun kesadaran lingkungan melalui pendekatan komunikasi yang strategis. Hutnika Bandung sebagai pelaku usaha di sektor kuliner merespons isu tersebut melalui Program #JagaBumi, yang dijalankan sebagai kampanye komunikasi lingkungan melalui media sosial Instagram @hutanika.

Penelitian ini bertujuan untuk menjelaskan alasan diadakannya Program #JagaBumi, manajemen kampanye komunikasi yang dijalankan, serta tantangan yang dihadapi dalam upaya membangun kesadaran lingkungan masyarakat. Penelitian ini menggunakan pendekatan kualitatif dengan metode studi kasus. Pengumpulan data dilakukan melalui wawancara mendalam, observasi lapangan, dan dokumentasi, dengan pemilihan informan menggunakan teknik *purposive sampling*, yang melibatkan pihak internal Hutnika Bandung yang berperan langsung dalam perencanaan dan pelaksanaan kampanye.

Hasil penelitian menunjukkan bahwa Program #JagaBumi dihadirkan sebagai bentuk konsistensi Hutnika terhadap konsep “hutan di tengah kota” sekaligus sebagai upaya edukatif untuk mengubah persepsi masyarakat terhadap sampah dan isu lingkungan. Manajemen kampanye komunikasi dijalankan secara terorganisir melalui tahapan perencanaan, pelaksanaan, pengendalian, dan evaluasi, dengan memanfaatkan fitur Instagram. Pelaksanaan kampanye juga diperkuat melalui kolaborasi dengan mitra dan komunitas lingkungan.

Berdasarkan data evaluasi kampanye, Program #JagaBumi menunjukkan hasil yang cukup positif. Pada program uCollect Pertamina Noovoleum, tercatat partisipasi pengunjung dalam penukaran minyak jelantah (*eco project*) baik melalui pengumpulan langsung dari pengunjung maupun kolaborasi dengan mitra. Sementara pada program Beauty Cycle Box, terdapat pengumpulan botol skincare bekas yang dapat didaur ulang, meskipun ditemukan beberapa jenis kemasan yang belum dapat diproses sehingga memerlukan pengelolaan lanjutan. Dari sisi media sosial, kampanye memperoleh respons audiens berupa peningkatan interaksi, komentar positif, serta ketertarikan terhadap program ramah lingkungan yang ditawarkan.

Adapun tantangan yang dihadapi meliputi keterbatasan sumber daya, belum meratanya tingkat kesadaran audiens, serta sulitnya mengukur perubahan perilaku jangka panjang. Meskipun demikian, Program #JagaBumi dinilai efektif sebagai langkah awal kampanye komunikasi lingkungan yang adaptif, relevan dengan karakter audiens media sosial, dan berpotensi berkelanjutan.

Kata kunci: Kampanye Komunikasi, Kesadaran Lingkungan, #JagaBumi, Hutnika Bandung

ABSTRACT

Environmental problems, particularly waste issues and the low level of public awareness in waste management, have become serious challenges in urban areas. This condition requires the involvement of various stakeholders, including business actors, in building environmental awareness through management of communication approaches. Hutanika Bandung, as a business entity in the culinary sector, responds to this issue through the #JagaBumi Program, which is implemented as an environmental communication campaign via Instagram @hutanika.

This study aims to explain the reasons behind the implementation of the #JagaBumi Program, the communication campaign management employed, and the challenges faced in building public environmental awareness. This research uses a qualitative approach with a case study method. Data were collected through in-depth interviews, field observations, and documentation. Informants were selected using purposive sampling, involving internal parties of Hutanika Bandung who were directly involved in the planning and implementation of the campaign.

The results show that the #JagaBumi Program was introduced as a form of Hutanika's consistency with its concept of a "forest in the middle of the city," as well as an educational effort to change public perceptions regarding waste and environmental issues. The communication campaign strategy was implemented in an organized manner through the stages of planning, implementation, control, and evaluation, utilizing various Instagram features. The campaign was also strengthened through collaborations with partners and environmental communities.

Based on campaign evaluation data, the #JagaBumi Program demonstrated fairly positive results. In the uCollect Pertamina Noovoleum program, visitor participation in exchanging used cooking oil (eco project) was recorded, both through direct collection from visitors and collaboration with partners. Meanwhile, in the Beauty Cycle Box program, used skincare bottles that could be recycled were collected, although several types of packaging were found to be non-recyclable and required further management. From a social media perspective, the campaign received positive audience responses in the form of increased interaction, positive comments, and growing interest in the environmentally friendly programs offered.

The challenges faced include limited resources, uneven levels of audience awareness, and difficulties in measuring long-term behavioral change. Nevertheless, the #JagaBumi Program is considered effective as an initial step in an adaptive environmental communication campaign, relevant to the characteristics of social media audiences, and with strong potential for sustainability.

Keywords: *Communication Campaign, Environmental Awareness, #JagaBumi, Hutanika Bandung*