

THE INFLUENCE OF THE @SIAPDARLING TIKTOK ACCOUNT ON GO GREEN BEHAVIOUR

Muhammad Ghazian H. P.^{1*}, Susi Andrini²

^{1,2} Communication Science, Sekolah Tinggi Ilmu Komunikasi Inter Studi, Jakarta, Indonesia
E-mail: ¹⁾ ghazianhp@gmail.com, ²⁾ ussie69@gmail.com

Abstract

The use of social media is utilised as a tool to find out information. One of them is information about Go Green behaviour. The social media in question in this case is social media with the TikTok account @siapdarling promoting information about lifestyle aspects of Go Green Behaviour. Go Green or also known as the greening movement is a social movement that seeks to protect and manage the surrounding natural environment in anticipation of a global crisis that can threaten environmental damage. The aim of this research was to investigate the impact of the TikTok @siapdarling account on promoting environmentally friendly behaviour. This study employed the Explanatory Quantitative approach, with a focus on establishing and explaining the relationship between variables to test a hypothesis. The Slovin formula was utilised to determine the sample size of one hundred respondents from the followers of @siapdarling on TikTok, with a margin of error set at ten per cent. Data was gathered through online questionnaires using google forms and analysed using SPSS version twenty-nine. The findings revealed a significant influence of the @siapdarling TikTok account on encouraging Go Green Behaviour among its followers, while external factors also played a role in shaping behaviour. In general, this research provides benefits as information, insight, knowledge about Go Green Behaviour on the @siapdarling TikTok account and its followers, as well as being useful for academics who are interested in developing this research from a different perspective.

Keywords: Social Media, Go Green Behavior, Siap Darling, TikTok

INTRODUCTION

Social media are internet platforms that facilitate virtual self-representation, interaction, co-operation and communication. In this context, the three main aspects of socialising involve recognition, communication and co-operation. Social media has undeniably emerged as a fresh mode of communication within society, and it wields a significant influence over different facets of individuals' existence (Pashtun, 2023). Social media is a medium that is included in the new media category. The new media uses the internet, ranging from news, advertising and broadcasting, discussion activities, or information exchange that can trigger the formation of new specific communities (Kolbitsch & Maurer, 2006).

¹Sekolah Tinggi Ilmu Komunikasi Inter Studi, Jakarta, Indonesia
Muhammad Ghazian H.P.

*E-mail: ghazianhp@gmail.com

Broadcasting on social media platforms is broadcasting in the form of audio visual over the top (OTT). OTT is defined as a service that is delivered through an operator's network or infrastructure but does not directly involve the operator, in simple terms, it is a broadcasting service without involving the operator so that the content material is left to the service user (Febrian, 2020).

Social media is very diverse, with types that are of interest to the public. Current trending social media platforms include Instagram, Facebook, YouTube and TikTok. TikTok in particular is a very popular app and most people have an account on the platform. Apart from being a means of entertainment, TikTok is also used to convey messages, including advertisements (Han, 2020).

TikTok experienced rapid growth in 2020 and has become part of the new culture in Indonesia. Although initially, two years after being banned by the ministry of communication and informatics due to its negative impact on children, TikTok is now a new trend and culture in Indonesia (Amaruddin et al., 2024).

According to Statista data in August 2024, TikTok in Indonesia was ranked number one as the country with the most users in the world as of July 2024, touching 157.6 million users. This makes TikTok one of the top social media in society (Sihombing, 2024).

Many people use TikTok for creative activities and information with videos, songs or chants to make it easier to convey information. Using social media has a significant role in providing educational content, which can expand the scope of learning materials, so as to share knowledge with others on social media (Wang et al., 2013).

These activities reflect psychological aspects, desires, and responses influenced by individuals, the environment, both physical and social, which play a role in balancing human behaviour. Through geographical elements and socio-economic aspects, infrastructure, traditional education, beliefs, and religion influence the formation of human behaviour in creating content (Akhter & Sumi, 2014).

This activity on TikTok can be imitated by following the existing content. Any form of imitation can experience a change in identity or form a significant new identity. People at a young age who are dynamic, full of experimentation and creativity, tend to be highly influenced by these societal trends which can lead to behaviour change. Behaviour change is explained as an individual learning process that depends on the stimulus given or delivered to the organism, with the aim of being accepted or rejected (Astuti & Andrini, 2021).

The behaviour change referred to in this study is a change in behaviour in preserving the environment which is the obligation of every human being in order to live comfortably in the surrounding environment. This environmental awareness includes ignorance based on curiosity. Awareness is defined as knowledge about the environment, so ignorance reflects a lack of knowledge (Clyde, 1997).

Environmental issues, like climate change and rising pollution levels, are major global concerns. In Indonesia, there is a significant prevalence of environmental problems, with various natural occurrences being negatively impacted. These include damaged coral reefs, a growing presence of plastic waste, air pollution, and deforestation. Additionally, there is a noticeable increase in issues related to green consumer behavior, further highlighting the urgency of addressing environmental concerns (Lorek & Spangenberg, 2014).

The Earth has been experiencing climate change for about twelve thousand years, but concerns about climate issues have become more serious since the Industrial Revolution in 1870. Significant temperature increases are occurring as economies grow and carbon dioxide production accelerates (Tucker, 1995).

Indonesia itself ranks second as the largest contributor of waste behind China. The lack of waste management in Indonesia is caused by two things, namely community behaviour and the ineffectiveness of the waste management system implemented by the government, which then causes a lot of waste to be burned, buried in holes in the ground, and thrown into rivers or the sea. The issue of waste management and maintaining a clean environment has become very important, because if the management is not good and correct, it can cause big problems. Awareness of the environment is influenced by knowledge, poverty, humanity, and green lifestyle (Firmiana et al., 2012).

Siap Darling is a movement initiated by Djarum Foundation Environmental Service which was established in November 2018. The goal is to invite millennials to spread positive content about loving the environment. Encouraging not only awareness, but also real action, this movement carries the slogan 'Love our environment as we love it.' The hope is that millennials will be actively involved in preserving nature with an approach that suits their preferences (Nabilah et al., 2022).

Siap Darling has a TikTok Channel called @SiapDarling is one that promotes the Go Green Behaviour lifestyle by posting content about the environment as much as 391 content with the number of TikTok followers @siapdarling of 17,100 people as of January 25, 2025.

Go Green, also known as the greening movement, is a social movement that seeks to protect and manage the surrounding natural environment in anticipation of a global crisis that could threaten environmental damage. Go Green aims to protect planet earth from human-caused damage that can be prevented by greening the environment. The concept of the Go Green programme consists of the 4Rs, namely 1) Reduce, which aims to reduce waste. 2) Reuse, an effort to reuse used items. 3) Recycle, an effort to reprocess waste into new products. Finally, 4) Replace, replacing potentially polluting items with more environmentally friendly options (Sartiyono, 2019).

@Siapdarling is so active in providing education about zero waste lifestyle and behaviour on its account, which aims to continuously provide understanding or education, either in inviting or providing an understanding of how very basic/fundamental it is to have a more careful framework/mindset in terms of waste management to its followers.

@Siapdarling hopes that through its content account, which is dominated by Go Green activities, it aims to make the younger generation aware of the importance of protecting the environment. Through its TikTok account @SiapDarling with interesting content about Go Green hopes to have an impact on its users, one of which is the nature of humans who like to imitate the behaviour of others they see (Fronika, 2019). Of course, with what is the hope of Siap Darling through his TikTok account @siapdarling, he hopes that the younger generation will be aware of the importance of protecting the environment and be able to influence his followers to imitate Go Green behaviour from what @siapdarling has done, and this needs to be proven.

Based on the background and explanation above, there is a problem that is the focus of this research, namely: 'How much influence does the @siapdarling TikTok account have on Go Green behaviour'. As for the purpose, 'To find out and analyse how much influence the @siapdarling TikTok account has on Go Green behaviour'. The benefits of this research are divided into benefits for practitioners and benefits for academics, for the benefits of practitioners, it is hoped that it can provide information, insight, knowledge about the TikTok @siapdarling account on the behaviour of its followers. While the benefits of academics, it is hoped that it can contribute to other researchers who are interested in this research by examining and looking from another or different perspective.

LITERATURE REVIEW

Previous Research

In research on the influence of the TikTok @Siapdarling account on follower behaviour refers to four previous studies. The first research was conducted by Aulia et al. (2022) with paper entitled 'The Influence of TikTok @Aulion Video Content on Student Creative Behaviour'. The test results in this study resulted in low research because the resulting value was 38.9%.

The second study with the title 'The Intensity of TikTok Application Users Towards the Creativity of Generation Z In Jakarta' (Purbaningrum & Andriani, 2023). The research employed a descriptive approach combining both quantitative and qualitative methods. The findings indicated that both aspects played a role in influencing the outcomes. The validity and reliability of the intensity and creativity variables were demonstrated quantitatively. The coefficient of determination and significance indicated a moderate level of impact. These results were consistent with the qualitative data, highlighting the significant impact of intensity on Generation Z's creativity among TikTok users.

The third research was conducted by Ramadani et al. (2020) with paper entitled 'The Effect of TikTok @Handmadeishoesby Account Content on Women's Consumptive Behaviour in Surabaya.' This study shows the influence between content variables on TikTok from the @Handmadeishoesby account on consumptive behaviour among the female community in Surabaya.

The fourth research was conducted by Ardiansyah and Chanrico (2023) with paper entitled 'The Effect of Go Green Instagram Posts on Intention to Buy Organic Products for Students in Batam City.' The primary objective of this research is to encourage students in Batam City to enhance their purchase of organic products by sharing Instagram posts created using the CorelDRAW editing tool. Subsequently, the data gathered was examined through linear regression analysis with SPSS IBM Statistics version 26. A total of 411 individuals participated in the survey. The findings reveal that the specially designed Instagram posts successfully capture the interest of students in Batam City towards organic product purchases. Nevertheless, additional investigations are necessary to uncover more comprehensive and gratifying outcomes.

The similarity between this research and previous research is that they both raise environmental themes through social media. The difference lies in the type of research subject and methodology used.

Broadcasting

Several experts have different perspectives and definitions of broadcasting. The process of broadcasting encompasses everything from preparing production materials to actually creating the broadcasts themselves, followed by the transmission to viewers and listeners in specific locations (Katz & Wedell, 1977).

Broadcasting on social media platforms is a form of broadcasting defined as a service delivered over an operator's network or infrastructure, but not directly involving the operator. In simple terms, this broadcasting is a broadcasting service without involving the operator so that the content is left to the service user (Febrian, 2020).

In the world of communication, there are many ways to convey information. The delivery of information aims to provide a concise introduction to understanding one or more messages, as well as to convey the purpose of the message itself. Some of the ways that can be done for the delivery or dissemination of information include television, radio, magazines, newspapers, and the delivery of information from one individual to another, both orally and in writing. One way that is often used in this modern era is through broadcasting (Pierson & Bauwens, 2015).

Social Media

Social media is a medium that belongs to the category of new media (Azzuhra & Adlina, 2023). The new media uses the internet, ranging from news, advertising and broadcasting, discussion activities, or information exchange that can trigger the formation of new specific communities (Kolbitsch & Maurer, 2006).

Social media is multifunctional and serves the ultimate goal of facilitating the exchange of easily accessible information among users (Singaraju et al., 2016). Social media possesses a set of distinct attributes, namely:

- 1) The content provided is shared with a large and unlimited audience.
- 2) Content is delivered directly online.
- 3) Content can be received faster online and with time delays.
- 4) Social media turns users into creators and actors, offering them the opportunity to realise their potential.

Social media posts encompass aspects such as self-expression, interaction, collaboration, visibility, connection, perception, and community (Tiara, 2023).

TikTok

TikTok originated as a video creation application established by the Chinese company ByteDance in September 2016. By 2018, it had gained popularity in Indonesia and was ranked as the top app on the Google Play Store. Indonesia boasts the fourth highest amount of active TikTok users globally, estimated at around 50 million. The appeal of TikTok lies in its diverse range of special effects that allow users to produce captivating short videos, thereby increasing viewer engagement (Gratia et al., 2022).

TikTok is loved by the whole community with various groups including public figures. TikTok is also known as an interesting application for its users, so users can make short videos with their creations. TikTok has a collection of music that allows users to perform creative performances (Damayanti & Prasetyawati, 2023).

In the TikTok application, there are many videos that can be imitated easily, such as the creation of dancing video content with simple movements that are easy to imitate. Not only that, the content of how to dress or how to dress is also easy to imitate in the TikTok application by students. This imitation is done if the TikTok application has trending videos or challenge videos (Astuti & Andrini, 2021).

TikTok social media can be categorised as follows:

1. The use of TikTok app has positive effects and negative effects.
2. Creativity of users in using the TikTok app (Khairuni, 2016).

TikTok is more appreciated when it has interesting content, creators seem confident when creating content, this confidence can be realised by behaving uniquely and interestingly. Self-confidence is a person's belief in all his strengths and makes him feel able to achieve various goals (Amartha & Anwar, 2023).

The social media indicators on this TikTok account are:

- a) Content: content or content that is delivered to the public and is unlimited.
- b) Context: conveying a message to the audience in the form of the content of the message itself which must be in accordance with the context.
- c) Communication: involves transmitting a message effectively through activities such as active listening, providing feedback, and presenting information in a clear and understandable manner.
- d) Collaboration: cooperation with accounts and also users rather than media, in this case TikTok, to be able to produce content that can provide useful information.

- e) Connection: by maintaining account relationships and other users, so that there is interaction between users to manage the relationships created (Farida & Deisi, 2022).

Go Green Behaviour

Go Green behaviour, also known as the greening movement, is a social movement that seeks to protect and manage the surrounding natural environment in anticipation of a global crisis that could threaten environmental damage (Dewi, 2022).

Go Green behaviour is a step or action that aims to protect our planet from damage caused by human activities. One of the steps to achieve this is by implementing an environmental greening programme. The concept of the Go Green programme consists of the 4Rs, namely:

- 1) Reduce, is an activity that focuses on reducing the use of goods or materials that we generally consume, with the main goal of reducing the amount of waste produced.
- 2) Reuse, is an effort to use or reuse items that can still be used, even after the first use.
- 3) Recycle, is an effort to reprocess waste that has been generated into new products.
- 4) Replace, is the act of replacing items that have the potential to pollute the environment with more environmentally friendly options, such as replacing the use of tissues with handkerchiefs or cloth napkins (Sartiyono, 2019).

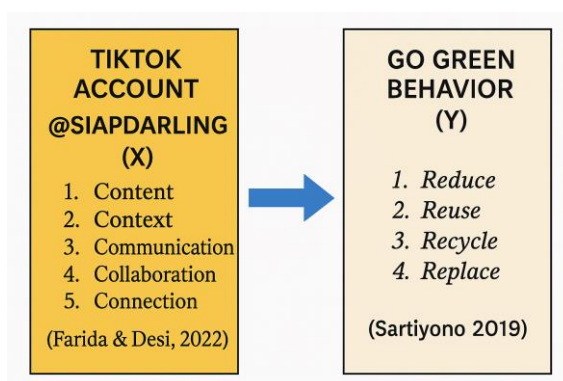


Figure 1. Research Framework

Researcher Hypothesis

The hypotheses in this study are:

Ho: There is no influence of the TikTok account @siapdarling on the Go Green behaviour of its followers.

Ha: There is an influence of the @siapdarling TikTok account on the Go Green behaviour of its followers.

Hypotheses are essentially educated guesses or assumptions about observed phenomena, made in an effort to gain a deeper understanding of the subject (Kriyantono & Sos, 2014).

According to Nasution (2009), the main concern is the formulation of the hypothesis. Hypotheses have many functions, including hypothesis utilisation. These functions include three main objectives:

- 1) Testing the truth of a theory.
- 2) Generate concepts for the advancement of theory.

Enhance our comprehension of the phenomenon being studied by providing a detailed overview of the characteristics of each researched variable using average values.

RESEARCH METHODS

This research employs a descriptive quantitative approach aimed at uncovering the correlation between variables in order to test a hypothesis (Sugiyono, 2013).

The study involved collecting primary data using a questionnaire survey method. The analysis of the data is quantitative and statistical, aiming to test a preconceived hypothesis. The research follows a positivistic paradigm, which sees reality and phenomena as measurable and observable entities with causal relationships. Quantitative research, also referred to as empirical research, aligns with the positivist philosophy by focusing on specific classifications and causal links between variables (Sugiyono, 2013).

This research project utilises the positivistic paradigm by employing a quantitative research method. Quantitative research involves selecting a specific number of participants or samples, gathering data using research instruments, analysing data using quantitative or statistical techniques, all in order to test pre-established hypotheses (Sugiyono, 2013).

The research employed a survey methodology, utilizing questionnaires to gather data. (via Google Form). This research aims to obtain primary data through distributing questionnaires. This is a way to collect primary data by getting the data directly from the research field source between researchers and respondents (Sugiyono, 2013).

Types of Research

Academic studies frequently utilise an explanatory quantitative research methodology to delve into the reasons behind a phenomenon, shedding light on its causes. This method goes beyond simply describing an event, instead focusing on testing hypotheses and uncovering deeper insights. By exploring relationships between different variables,

explanatory quantitative research aims to evaluate potential connections and hypotheses (Kriyantono & Rachmat, 2006).

This research was conducted by taking the population of TikTok @siapdarling account followers from the data listed on the TikTok @siapdarling account. The population in this study were followers of the TikTok @siapdarling account, totalling 17,100 (recorded on 25/01/2025).

The quantity of followers serves as an indication of the level of impact or fame an account holds on TikTok. To conduct their study, researchers selected the followers of the @siapdarling account as their sample. Researchers applied the Slovin formula with a 10% significance level to determine the sample size, which involved distributing questionnaires either physically or through Google Form. A population refers to a collection of individuals with diverse attributes and qualities within a specific area identified by the researcher. Population is used as a research subject that will be studied or conclusions drawn based on the research results (Sugiyono, 2013).

This study used a basic random sampling methodology, which is a probability-based method that ensures that every individual in the target population has an equal chance or opportunity to be included in the sample. The sample is selected using a random process to ensure that it represents the entire population impartially. Random sampling involves the selection of sample members by random means from the population, without any consideration of the existence of strata in the population (Sugiyono, 2013).

$$n = N / (1 + N (e^2))$$

Description:

n = Number of samples

N = Total population

ei = Error rate in sampling (sampling error of 10%)

$$n = 17,100 / (1 + 17,100(0.1)^2) = 17,000 / 172 = 99.4 \text{ people}$$

Based on the calculations that have been made, the result of the calculation is 99.04 which is rounded up to 100 respondents.

The study employed a purposive sampling technique. Purposive sampling is a research method used to select samples based on specific considerations or characteristics determined by the researcher. Meanwhile, the data collection is by using a questionnaire or questionnaire via Google Form (Astuti & Andrini, 2021).

In the sampling technique using purposive sampling technique, researchers distributed questionnaires through the TikTok social media direct message feature online to followers or followers of the TikTok @siapdarling account who were sample members with the same characteristics, namely:

- 1) TikTok users,
- 2) Know the TikTok @siapdarling account, and
- 3) Follow the @siapdarling TikTok account (as a follower) on the @siapdarling TikTok account.

This study uses data collection techniques with the help of questions/questionnaires or questionnaires, which are a reference for data to obtain the results of the research that has been conducted by distributing questionnaires through the TikTok social media direct message feature online to followers or followers of the TikTok @siapdarling account.

The questionnaire or questions on the Google Form are based on operational concepts that have been poured into the variables in the study and can be measured using a Likert scale (Sihotang, 2023).

The validity test is used to assess whether a tool used for measuring a concept actually measures what it is supposed to measure effectively. The findings of the study are considered reliable if the Pearson correlation between indicators has a significance level of ≤ 0.05 and the correlation coefficient aligns with the requirements of SPSS version 29.

The reliability test helps ensure that the measuring instrument remains consistent and can support the research accurately. It is important to distinguish between a stable measuring instrument and one that fluctuates in order to achieve the research objectives. Reliability can be evaluated using the Cronbach's Alpha test, with a value of ≥ 0.6 indicating that the tool is reliable (Lawrence, 2014).

This study uses the Likert scale as the measurement technique. The Likert scale is a psychometric scale that is often used in questionnaires and serves as the main scale used in research through survey administration. With qualifications: Strongly agree, Agree, Undecided, Disagree, and Strongly disagree.

In this case, the Likert scale is used as a tool to assess the data. The application of the Likert scale to variables that have been measured allows information to be broken down into measurable indicators (Sugiyono, 2013).

RESULTS AND DISCUSSION

This research was conducted by distributing questionnaires in the form of Google Forms to 100 respondents who are followers and viewers of Shopee Live at the Iamyour store. These respondents have a classification as generation Y (aged 28-40 years), and with a variety of genders and occupations. The respondent data obtained from the questionnaire distribution results are as follows:

Respondent Demographics

The questionnaire or list of questions that have been distributed in this study using Google Form to 100 respondents who match the research criteria. The breakdown by category (respondent demographics), including gender, occupation, and age, which has been processed using SPSS version 29, produces the following data:

a) Gender

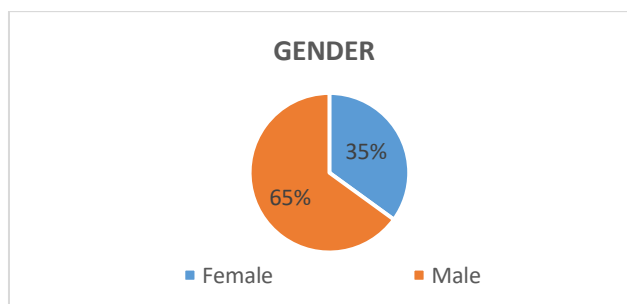


Figure 2. Respondent gender

The media used to collect data is Google Form, with the method of distributing questionnaires online to followers of the @siapdarling TikTok account.

b) Employment

The demographic details of the research respondents consisted of based on occupation, the results were as follows:

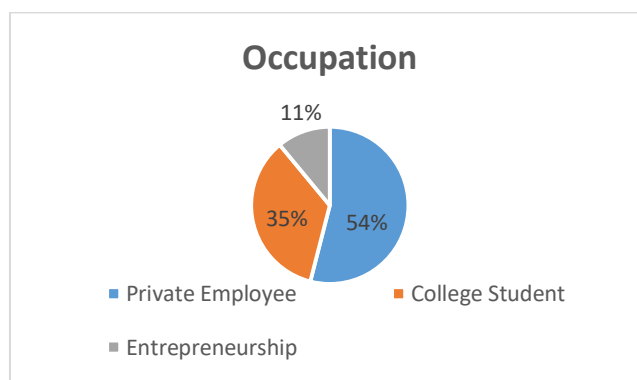


Figure 3. Respondent occupation

c) **Age range grouping**

Meanwhile, the demographic breakdown of respondents based on age obtained the following results:

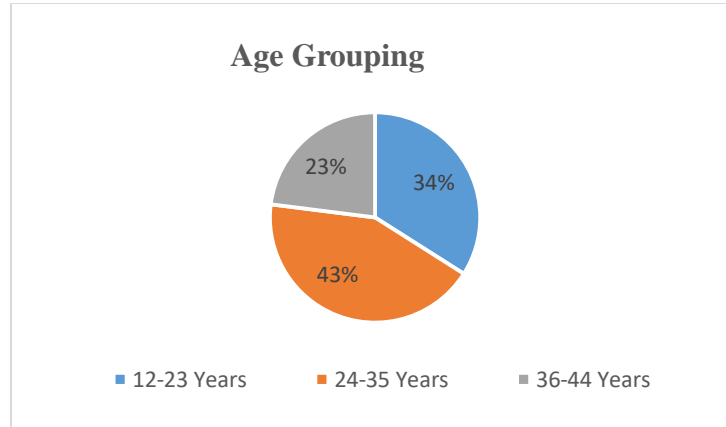


Figure 4. Respondent age

Validity and Reliability Test

Table 1. Validity of Tiktok account variables (X)

Pengaruh Akun TikTok		
No.	Pearson correlation	SIG
1.	772**	>,001
2.	804**	>,001
3.	746**	>,001
4.	771**	>,001
5.	696**	>,001
6.	750**	>,001
7.	684**	>,001
8.	743**	>,001
9.	727**	>,001
10.	738**	>,001
11.	752**	>,001
12.	795**	>,001
13.	746**	>,001
14.	778**	>,001
15.	733**	>,001
16.	769**	>,001
17.	716**	>,001
18.	737**	>,001
19.	723**	>,001
20.	781**	>,001

Results from the validity test of data processing reveal that every data point for the independent variable is confirmed as valid through analysis with SPSS version 29. Additionally, each indicator exhibits a significance level exceeding 0.001, confirming the validity of all data collected for the TikTok account variable.

Table 2. Validity of the Go Green Behaviour Variable (Y)

Perilaku <i>Go Green</i>		
No.	Pearson correlation	SIG
1.	672**	>,001
2.	723**	>,001
3.	716**	>,001
4.	696**	>,001
5.	666**	>,001
6.	741**	>,001
7.	673**	>,001
8.	699**	>,001
9.	678**	>,001
10.	733**	>,001
11.	653**	>,001
12.	707**	>,001
13.	668**	>,001
14.	700**	>,001
15.	679**	>,001
16.	760**	>,001

In the table, the test results affirm that all aspects of the Go Green Behaviour variable indicators are deemed valid once analysed with SPSS version 29. The significance level indicates that each indicator possesses a significance value exceeding > 0.001. The overall explanation of the validity test results suggests that all indicators utilised for both the TikTok Account variable and the Go Green Behaviour variable are deemed valid.

Table 3. Tiktok Account Reliability

Reliability Statistics	
Cronbach's Alpha	N of Items
.959	20

Table 4. Realibilitas Perilaku *Go green*

Reliability Statistics	
Cronbach's Alpha	N of Items
.930	16

After conducting a reliability test on statements related to the TikTok Account variable, the Cronbach's Alpha value shows a figure of 0.959. Meanwhile, for statements related to the Go Green Behaviour variable, the Cronbach's Alpha value obtained from the

Reliability Statistics table is 0.930. Referring to the results of the reliability test on the variables of media use and information needs, it was found that each variable had a Cronbach's Alpha value greater than ≥ 0.6 , so it can be concluded that both variables are reliable and the instruments used are considered suitable for continuing research.

Linear Regression Analysis Simple Linear Regression Equation

Table 5. Linear Regression Analysis Simple Linear Regression Equation

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1	(Constant)	3.501	1.432	2.444	.016
	Pengaruh_Akun	.741	.021	.961	.345
a. Dependent Variable: Perilaku_GoGreen					

When deciding on the simple linear regression test, the significance value in the coefficients table is crucial. The analysis revealed a significance value of 0.016, lower than the expected probability value of 0.05. This suggests that the @Siapdarling TikTok Account does impact Go Green Behaviour. The results align with the hypothesis testing requirements, with H_0 being dismissed and H_a being embraced. In summary, the @Siapdarling TikTok Account significantly influences Go Green Behaviour.

Furthermore, the calculation of the regression equation using the formula ($Y = a + bX$) which is based on the regression equation $Y = 3.501 + 0.741X$, if the value of the TikTok Account variable (X) is 1, then the value of Go Green Behaviour (Y) is 4.242. And, every 1% increase in the value of the TikTok Account, the value of Go Green Behaviour also increases by 0.741. This means that the influence of the TikTok Account, the higher the value of Go Green Behaviour.

Correlation Coefficient Value

Table 6. Correlation Coefficient Value

	Correlation Coefficient	Category
1	0,81 – 1,00	Very Strong
2	0,61 - 0,80	Strong
3	0,41 - 0,60	Medium
4	0,21 - 0,40	Weak
5	0,00 - 0,20	Very Weak

Source: (Sugiyono, 2017)

The correlation coefficient value is a tool for assessing the intensity and direction of the connection between two or more variables. A higher correlation coefficient indicates a more robust relationship between the variables according to Sugiyono (2013).

Table 7. Correlation Coefficient Test Results

		Correlations				
		Content	Context	Commu nication	Collabo ration	Connec tion
Perilaku Go Green	Pearson Correlation	.919**	.902**	.917**	.912**	.902**
	Sig. (2-tailed)	0.000	0.000	0.000	0.000	0.000
	N	100	100	100	100	100

** . Correlation is significant at the 0.01 level (2-tailed).

Based on Table 7, the correlation coefficient value for each indicator of variable X on variable Y shows a significant relationship. The content indicator has the strongest correlation of 0.919, indicating the strongest relationship with the go green behaviour variable. For the context and connection indicators, it is found that the lowest correlation value is 0.902, although the lowest still indicates a significant relationship. This confirms that content is the main factor in influencing go green behaviour, while context and connection still play a role in supporting the interaction and engagement of followers of the @siapdarling tiktok account.

Hypothesis testing

Table 8. Hypothesis testing table

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
1	(Constant)	3.501	1.432		.016
	Pengaruh_Akun	.741	.021	.961	.000

a. Dependent Variable: Perilaku_GoGreen

From the results of the data processing previously described, it is found that the Constant value (a) is 3.501, and the regression coefficient value (b) is 0.741. Therefore, the regression equation can be expressed as follows:

$$Y = a + bX$$

$$Y = 3,501 + 0,741X$$

The tvalue of 34.541 is greater than the ttable value of 2.324. In this case, the tvalue is $34.541 > t_{table} 2.324$ so it can be concluded that the independent variable (X) TikTok account has a positive and significant effect on the dependent variable (Y) Go Green behaviour.

Mean Value

Table 9. Mean Value

Statistics			
		Akun Tiktok @siapdarling	Perilaku Go Green
N	Valid	100	100
	Missing	0	0
Mean		64.43	51.22
Minimum		25	22
Maximum		100	80

Based on table 9, the mean value for variable X is 64.43 and variable Y is 51.22. Furthermore, the Min or lowest value of variable X is 25 in the connection dimension with the statement 'I think the @siapdarling account does not interact in the comment's column with followers'. The lowest value of variable Y is 22 in the replace dimension in the statement 'I am less aware of replacing energy use that damages the environment'.

Coefficient of Determination

Table 10. Coefficient of Determination

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.961 ^a	0.924	0.923	3.77667
a. Predictors: (Constant), Akun Tiktok @siapdarling				

Based on the results of the coefficient of determination (R Square) on the TikTok Account variable (X) has a value of 0.924 or equal to 92.4% on Go Green Behaviour. This value indicates that there is an influence between variable X on variable Y of 92.4%. Meanwhile, 7.6% is influenced by other factors not examined in this study. Furthermore, the level of influence between variable X on variable Y is in the very strong category.

CONCLUSION

After conducting research on the Effect of TikTok @siapdarling on Go Green Behaviour, the results showed that the TikTok @siapdarling account has a very strong relationship and influence on go green behaviour. It can be interpreted that the content presented is able to increase awareness and encourage the implementation of an environmentally friendly lifestyle. In addition, there are other factors outside the research variables that also influence this behaviour. Thus, TikTok accounts can be used as an effective educational and campaign medium in promoting environmentally friendly behaviour. With the right content strategy, this platform has the potential to expand the reach of information and form positive habits among users.

Based on the results of the mean value, there are the lowest scores on the research indicators, the suggestion from the researcher is that the @siapdarling TikTok account needs to improve the establishment of interaction connections with followers such as, in delivering messages, listening, responding, packaging messages, and other aspects that cause the message to be less clearly conveyed. In addition, the TikTok @Siapdarling account presents content according to topics related to Go Green behaviour such as strengthening education about environmentally friendly energy through interactive content, discussions, or collaborations. This strategy is expected to increase user awareness and participation in go green behaviour. So that the @Siapdarling TikTok account becomes an effective account in inspiring, educating and can be applied to its followers.

Suggestions for future research are expected to be able to develop and as a reference for other researchers who are interested in this research but seen from a different perspective, so that the results of the research will be more complementary and diverse.

REFERENCES

- Akhter, R., & Sumi, F. R. (2014). Socio-cultural factors influencing entrepreneurial activities: A study on Bangladesh. *IOSR Journal of Business and Management*, 16(9), 1–10.
- Amartha, M. R., & Anwar, F. (2023). Strategi kreatif membuat konten media sosial TikTok yang diminati remaja. *Jurnal Sosial Dan Humaniora*, 1(2), 259–270.
- Amaruddin, H., Dardiri, A., Efaningrum, A., & Sutiyono, S. (2024). Popular Culture in Social Media & Online Games: Between Morality, Fear, and Expectations from Families and Schools. *Journal of Education Culture and Society*, 15(2), 617–632.
- Ardiansyah, M., & Chanrico, W. (2023). Pengaruh Unggahan Instagram Go Green Terhadap Intensi Membeli Produk Organik Bagi Mahasiswa di Kota Batam. *INTECOMS: Journal*

of Information Technology and Computer Science, 5(2).

- Astuti, E., & Andriani, S. (2021). Intensitas penggunaan aplikasi TikTok terhadap perilaku imitasi remaja. *Komunikologi: Jurnal Ilmiah Ilmu Komunikasi*, 18(02).
- Aulia, V., Tayo, Y., & Nayiroh, L. (2022). Pengaruh Konten Video TikTok@ aulion Terhadap Perilaku Kreatif Mahasiswa. *Media Bina Ilmiah*, 16(11), 7823–7830.
- Azzuhra, A., & Adlina, H. (2023). The Effects of Brand Ambassador, Social Media Marketing, and Advertising Campaign of Somethinc Product on Purchase Intention: (Study on Somethinc Users in Medan City). *Journal of Humanities, Social Sciences and Business*, 3(1), 231–244. <https://doi.org/10.55047/jhssb.v3i1.872>
- Clyde, I. (1997). Ignorance Is Not Bliss: The Importance of Environmental Information. *Asia Pac. J. Envtl. L.*, 2, 253.
- Damayanti, A. P., & Prasetyawati, H. (2023). Pengaruh Terpaan Berita Hoax dan Kepercayaan Masyarakat Terhadap Penyebaran Berita Hoax di Media Sosial Tiktok. *Inter Script: Journal of Creative Communication*, 5(1), 57–73.
- Dewi, K. (2022). *Hubungan Tingkat Pendidikan Formal Kepala Keluarga dengan Perilaku Peduli Lingkungan di Kelurahan Harapan Jaya, Kecamatan Bekasi Utara, Kota Bekasi*. Universitas Negeri Jakarta.
- Febrian, E. (2020). *Tinjauan Yuridis Mengenai Pengawasan Terhadap Pedoman Perilaku Penyiaran Platform Media Sosial Di Indonesia*.
- Firmiana, M. E., Imawati, R., & Prasetya, M. R. (2012). “Go Green “Pelatihan Untuk Mendorong Perilaku Konservasi dan Pro Lingkungan bagi Santri Al Ghazali, Kota Bogor. *Jurnal Al-Azhar Indonesia Seri Humaniora*, 1(3), 125–135.
- Fronika, W. (2019). Pengaruh Media Sosial Terhadap Sikap Remaja. *Fak. Ilmu Pendidik. Univ. Negeri Padang*, 1, 15.
- Gratia, G. P., Merah, E. L. K., Triyanti, M. D., Paringa, T., & Primasari, C. H. (2022). Fenomena Racun Tik-Tok Terhadap Budaya Konsumerisme Mahasiswa di Masa Pandemi COVID-19. *KONSTELASI: Konvergensi Teknologi Dan Sistem Informasi*, 2(1).
- Han, Y. (2020). Advertisement on Tik Tok as a pioneer in new advertising era: Exploring its persuasive elements in the development of positive attitudes in consumers. *The Frontiers of Society, Science and Technology*, 2(11), 81–92.
- Katz, E., & Wedell, G. (1977). *Broadcasting in the Third World: Promise and performance*. Harvard University Press.
- Khairuni, N. (2016). Positive and Negative Impacts of Social Media on Children’s Moral

- Education. *Education*, 92.
- Kolbitsch, J., & Maurer, H. A. (2006). The transformation of the Web: How emerging communities shape the information we consume. *J. Univers. Comput. Sci.*, 12(2), 187–213.
- Kriyantono, R., & Sos, S. (2014). *Teknik praktis riset komunikasi*. Prenada Media.
- Lawrence, N. W. (2014). *Social research methods: Qualitative and Quantitative Approaches* (7th ed.). Pearson Education.
- Lorek, S., & Spangenberg, J. H. (2014). Sustainable consumption within a sustainable economy—beyond green growth and green economies. *Journal of Cleaner Production*, 63, 33–44.
- Nabilah, F. S., Wiguna, J., Malafitri, N., & Zuhri, S. (2022). Optimalisasi Instagram@Siapdarling sebagai media komunikasi sosial pembangunan untuk mengkampanyekan generasi muda sadar lingkungan. *Jurnal Ilmiah Komunikasi Makna*, 10(1), 17–27.
- Nasution, S. (2009). *Metode Research (penelitian ilmiah)*.
- Pashtun, R. A. (2023). Navigating Social Media Privacy: An Analysis of Relationships, Time Dynamics and Contextual Factors. *Social Science Chronicle*, 3, 1–23.
- Pierson, J., & Bauwens, J. (2015). *Digital Broadcasting*. Bloomsbury Publishing.
- Purbaningrum, M., & Andriani, S. (2023). The Intensity Of Tiktok Application Users Towards The Creativity Of Generation Z In Jakarta. *Journal Of Humanities Social Sciences And Business (Jhsb)*, 2(4).
- Ramadani, R., Ramlawati, R., & Arsyad, M. (2020). Pengembangan Modul Pembelajaran Kimia Berbasis Augmented Reality. *Chemistry Education Review, Pendidikan Kimia PPs UNM*, 3(2), 152–162. <https://doi.org/https://doi.org/10.26858/cer.v3i2.13315>
- Sartiyono, T. (2019). *Penggunaan Prasarana dan Sarana Perkantoran Berbasis Go Green*. Simantu (Kemenpur).
- Sihombing, S. O. (2024). *From Image To Voting Intention: The Role of Attitude in Connecting Social Media Influence and Candidate Perception in Indonesian Elections*. Penerbit NEM.
- Sihotang, H. (2023). *Metode penelitian kuantitatif*. Uki Press.
- Singaraju, S. P., Nguyen, Q. A., Niininen, O., & Sullivan-Mort, G. (2016). Social media and value co-creation in multi-stakeholder systems: A resource integration approach. *Industrial Marketing Management*, 54, 44–55.
- Sugiyono, S. (2013). *Metode penelitian kualitatif*. Bandung: Alfabeta.
- Tiara, N. F. (2023). *Pengaruh Media Sosial dan Kreativitas Siswa terhadap Hasil Belajar pada Mata*

Pelajaran TIK di Kelas VIII SMP Negeri 10 Pontianak, IKIP PGRI Pontianak. IKIP PGRI Pontianak.

Tucker, M. (1995). Carbon dioxide emissions and global GDP. *Ecological Economics*, 15(3), 215–223.

Wang, S.-K., Hsu, H.-Y., & Green, S. (2013). Using social networking sites to facilitate teaching and learning in the science classroom. *Science Scope*, 36(7), 74–80.