

Public Communication Messages on Instagram Account @tukarbaju in Affecting Millennials

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ABSTRACT

Fashion consumption carried out continuously would exert a negative effect on environment. Many people were not aware that the importance of consumption continuously in the fashion sector made a campaign called an exchange of clothes established. For making it success, the community makes Instagram a tool to convey messages about it, so the message is considered very important. In addition, the fashion industry and increasing fashion trends have an influence on the workers, many of the fast fashion industries indirectly ignore the laws, related to labor, health, safety, the environment and human rights. The campaign carried out by the Instagram account @tukarbaju has a connection to the theory of participation culture. The research object was public communication message to influence millennial generation. The analysis method used was semiotic Charles Sanders Peirce analysis. The result of analysis on campaign poster in Instagram account @tukarbaju shows that some messages in campaign poster categorized into symbol, object, and interpretation have been connected to culture participant. The conclusions of research are: 1) the implementation of buying hierarchy is buying fashion thing became final choice, 2) denial against industry which employ minors, 3) shirt exchange activities are inseparable from the assistance and volunteer's participation, 4) providing the local craftsmen with opportunities of doing patchwork donations and collaborating with local brands namely KaIND, 5) campaign activities are exchanging fashion items, and discussions relating to environmental issues and fashion, and 6) the result and impact of the producing process T-shirt fabric.

Keywords: *Participatory Culture, Instagram, Message, Millennial, Public Communication.*

1. INTRODUCTION

Exchange of clothes is a campaign and activity of exchanging fashion items initiated by Zero Waste Indonesia. The activity was made to overcome the solution of fashion waste and textile waste in Indonesia. The exchange of clothes is carried out in various cities such as Jakarta, Bandung, and Yogyakarta. In addition to fashion goods exchange activity, these activities provide the public with knowledge about various matters related to fashion such as the usefulness of clothing life and ways to be aware of the importance of protecting the environment as well as sustainable consumption. Clothing exchange activities also play an important role in the lives of local communities in Pasuruan, East Java. Thus, this activity can be carried out continuously and can influence the public to be more aware of the importance of protecting the environment and sustainable living, an Instagram account called @tukarbaju was created and campaigned.

Along with the times, people are increasingly competing to appear as attractive as possible, resulting in a

surge of fashion enthusiasts. To meet market demands, business people make strategies in the fashion industry, namely producing clothing that is ready to be used and always up-to-date, the strategy is called fast fashion. This makes people tend to buy clothes with a short period of time. The existence of fast fashion has a negative impact on society and the environment, the community is becoming increasingly consumptive and wasteful.

In this case, of course, it is inseparable from the contents of the communication message conveyed properly. This activity is indirectly carried out carefully by considering the communicator, message, media, communicant or target and feedback. Communication is considered very important for the achievement of goals. To get good results, the exchange of clothes to carry out a strategy in conveying the goal is to pack the message properly and creatively so that the message communicated successfully in accordance with the objectives. The message delivered on the Instagram account @tukarbaju is expected to be useful to influence the survival of the community, both in terms of behavior, experience, education and social.

Message is a set of symbols both verbal and nonverbal delivered by the sender to the recipient (1). It can be concluded that the message is something in the form of advice, invitations, requests, orders and others conveyed to someone else, both individually and in groups. The message in this campaign activity is the most important part in influencing and shaping public opinion. A good, clear, and interesting message is an important point for this campaign.

Young people or millennial generations are the main goal in the exchange of clothes. Because in terms of life, millennial generation is very influential in the field of fashion and most of them are one of the most active fashion consumers, it can be said that fashion is one of the primary needs. Millennials are groups of individuals who are identified based on the similarity in birth years, age, location and events in the lives of groups of individuals who have a big influence on the growth phase. Millennials often use instant communication technology and social media such as email, instant messaging, Facebook, Twitter, Instagram, they are the generations growing in the internet era. Millennials are individuals born in 1982 to 2000 [2]. The focus of this study is to find out the contents of public communication messages on Instagram account @tukarbaju. The research objective is to determine the contents of public communication messages on Instagram account @tukarbaju in influencing millennial generation.

2. LITERATURE REVIEW

Journal of Business Strategy entitled Intention to Purchase Reusable Bag: The Role of Social Retailers to Achieve Sustainable Consumption written by Ekasari used a hypothesis test and was carried out cross-sectionally with individual consumers being the unit of analysis. In analyzing the data the researchers used AMOS software version 19.1. This research gave an explanation related to factors in encouraging a positive attitude and intense purchase of reusable bags; it can be concluded that people still use plastic bags when they shop. Information and knowledge are needed so that people can be more interested in using reusable shopping bags, the bags campaigned for and produced to replace plastic bags are still less attractive to the community so that there is no positive influence and lack of trust regarding the impact of plastic waste for the community [3]. Similarly, Ayu Ekasari's article stated that the theme raised has similarities related to environmental issues with different analytical methods.

3. METHODS

The research method is a method carried out in the research process in order to obtain facts and principles systematically [4]. In this research, the type of research used is media text analysis. This study uses a qualitative descriptive approach that examines data in depth about all

the complexities existing in research without going through statistical procedures or other forms of calculation [5]. The subject of the study was the Instagram account @tukarbaju. Meanwhile the object of research is the message of public communication in influencing millennial generation.

Data is an unorganized measurement result and if the data is organized the data becomes information. Before someone proposes to interpret information, the first thing to do is to collect data and to select data; therefore data is seen as raw material from the information obtained. This research can be identified as "facts or figures that can be taken [6]. The data collection technique used in this research is documentation technique looking for data relevant to research, in the form of text and images on the @tukarbaju Instagram account. Then the observation technique is used to look deep into the text and images on the @tukarbaju Instagram account.

Data analysis is the process of searching for, systematically compiling data obtained from the results of data collection, so that it is easily understood, and the findings can be shared with others [7]. This study uses Charles Sanders Peirce's semiotic analysis. Peirce put forward the theory of triangles meaning or triangle meaning consisting of three main elements that are sign, object, and interpretant.

4. RESULTS AND DISCUSSIONS

In conducting the analysis, the researcher took six posters of the shirt exchange campaign on the random Instagram @tukarbaju feed or what the researchers found interesting, then based on Charles Sanders Peirce's semiotic analysis, the researchers found the following data analysis results:

4.1. Identification and representation image of @tukarbaju campaign poster.



Figure 1 Sign of campaign poster on April 28, 2019 [8]

The object of campaign poster on April 28, 2019: 1) There is text inside the triangle which is divided into six sections: "use what you have, borrow, swap, thrift, make, buy". 2) Visible text below the triangle image is "the buyerarchy of need". Interpretant of campaign poster: 1) Text "use what you have, borrow, swap, thrift, make, buy". in the triangle

picture shows the meaning of tips before making a purchase. Use what you have means to use what you have, borrowing to borrow fashion goods, swap means to exchange fashion goods, thrift that is buying used fashion items that are suitable for use, make clothes according to the needs that can be used over and over again and last, buy, that is, to buy fashion goods. 2) The text "the buyerarchy of need" has the meaning of buying when the need implies.



Figure2 Sign of campaign poster on June 12, 2020 [9]

The object of campaign poster on June 12, 2020: 1) There is an illustration of a picture of four children holding a pile of cloth. 2) Finding the text "Day against Child Labor", followed by the text at the bottom which is "the majority of 170 million child labor practices come from the fashion industry". 3) The "Zero Waste" logo is found on the bottom right. Interpretant of campaign poster includes: 1) Illustration of pictures of four children showing the meaning of an activity carried out by a small child, but in general the activity is carried out by an adult. 2) The text "Day against child labor" means the notification containing an invitation to reject activities that are considered to employ underage children, "The majority of 170 millions child labor practices come from the fashion industry", meaning that many underage children are employed in the fashion industry. 3) The Zero Waste logo means that the campaign poster is part and supported of Zero Waste Indonesia. Zero Waste Indonesia is the first online-based community in Indonesia with the aim of inviting Indonesian people to live a zero waste lifestyle [10]. So in a campaign poster, if there is a Zero Waste logo the campaign is supported by Zero Waste Indonesia.



Figure3 Sign of campaign poster on May 27, 2020 [11]

The object of campaign poster on May 27, 2020: 1) There is a text "Volunteer Word". 2) A tree with illustrations of people is seen. 3) Found the text "a variety of experiences, events, confide (plus drama) and fun from #tukarbaju volunteers". 4) Found the text "thanks to 280 volunteers who have helped us so far. Without you, everything will not go smoothly. Without you, TB is nothing". 5) Contains the text "Let's hear #tukarbaju in their eyes. Interpretant of campaign poster: 1) In the text "Voluntary Words" means the expressions conveyed by people who have a role in campaign activities. 2) Illustration of trees means that the tree can be a shelter for many people when the weather is hot as the next illustration. 3) In the text number three shows the meaning that there are events, experiences of several people who took part in the activities. 4) The text symbol in number four shows the meaning of thanks by exchanging clothes to people who have played an active role in campaign activities. 5) The symbol part number five shows the meaning of the invitation to see the exchange of clothes according to the volunteers.



Figure4 Sign of campaign poster on August 23, 2020 [12]

The object of campaign poster on August 23, 2020: 1) There is the text "Patchwork Box". 2) Text found "Saturday, 24 August 2019, 10: 00-16: 00 WIB, Four Points Hotel by Sheraton Bandung Orchid Ballroom 1 MR floor Jl. Ir. H. Juanda No. 46 Bandung ". 3) You can see the KaIND logo and @tukarbaju logo's. 4) Found the text "We Receive Your Remnant Stitches!" accompanied by

text resembling an explanation and contact person at the bottom of the text. Interpretant of campaign poster: 1) The text "Patchwork Box" meaning that the invitation is an appeal to place or put the remaining fabric stitches. 2) Text number two means that the campaign activities are held on the day, date and place in accordance with what has been determined on the poster. 3) The illustration on the KaIND logo image and the exchange of clothes shows that there is support from KaIND. KaIND is a fashion brand that cooperates with @tukarbaju. [13]. While the swap clothes logo has the meaning of a concept whereby people bring used clothes that are suitable for use in exchange for clothing that belongs to someone else [14]. 4) The text on the fourth symbol means that the exchange of clothes also receives fabric leftover from the stitches, where the fabric leftover stitches will be recycled into products with high selling prices, and empower the local community.



Figure 5: Sign of campaign poster on August 23, 2019 [15]

The object of campaign poster on August 23, 2019: 1) There is an illustration of the #tukarbaju Bandung logo. 2) Loaded text "Saturday, 24 August 2019 10.00-16.00 WIB Four Points Hotel by Sheraton Bandung Orchid Ballroom 1 MR floor Jl. Ir. H. Juanda No. 46 Bandung "and" Registration and contact person ". 3) The text "Relaxing Lesbian 11: 00-12: 00 hours and #tukarbaju, fashion waste solutions and textile waste in Indonesia" is found. 4) Visible 3 photos followed by name and title. 5) There are text and pictures, check marks, exclamation marks, and the number 5 with text support at the bottom of the image. 6) Twelve (12) logos are found at the bottom of the campaign poster. Interpretant of campaign poster: 1) The logo on symbol number one means that the exchange of clothes is carried out in Bandung. 2) Text number two means that the campaign activities are held on the day, date and place in accordance with what has been determined on the poster. 3) The text number three shows means that the exchange of clothes also provides knowledge related to tips on processing fashion waste and knowledge of textile waste in Indonesia which is held on a predetermined date. 4)

Illustration of pictures or photos on campaign objects shows the meaning that the three people listed have an understanding of the environment that will provide material for campaign activities. 5) The fifth symbol means that campaign activities have several provisions. 6) The logo symbol number six means that the activity is supported by several local communities and brands.



Figure 6: Sign of campaign poster on December 2, 2019 [16]

The object of campaign poster on December 2, 2019: 1) It looks like a blue liquid droplet, a t-shirt and a man who is drinking. 2) There is a text "2700 liters of water are needed to make 1 cotton T-shirt with the image of cotton T-shirts equivalent to the amount of human drinking water for 3 years". Interpretant of campaign poster: 1) Illustration of t-shirt image, figure of a man drinking and blue liquid droplets are images that resemble water showing the picture is an illustration that the production of clothes has an impact on human drinking water, on the other hand the image is as supporting text on a campaign poster. 2) The text symbol number two means that each cotton-made T-shirt will 2700 liters of water and when it is synchronized with human drinking water, it can be used for drinking for three years.

4.2. Relation of Participation Theory

Based on the results of the analysis of the first campaign poster, there is a model of buying fashion goods with a hierarchical model. Maslow's hierarchical model emphasizes on the existence of a hierarchy of needs, where the highest needs will be met after the lowest needs are met first [17]. The model can indirectly show how people's behavior in meeting their needs.

This model can make people always consider decisions before buying fashion, society is increasingly aware that buying goods because of impulsiveness can make good pile up and make people wasteful. To avoid buying fashion goods, the first option people can make is to check first the items they already have. The second option is to borrow clothes from others both friends and

relatives, so you can save money by using temporary items. The third option is that the community can exchange their fashion goods for others, this system can be said by barter. The fourth option in this model is to buy used fashion items that are still suitable for use in accordance with what is needed not desired. The fifth option, the community can make their own clothing according to what they need so that it can be used many times, although this option takes a long time and requires a hefty fee, the option can also add skills. The last option, the public can buy fashion goods.

The large number of fashion industries that follow trends makes the fashion industry require a lot of labor. This raises questions for the fashion industry about how ethical the fashion industry is. The second campaign contained a refusal to oppose the activities of underage child labor. This shows that underage children do the work that should be done by adults, the majority of them work in the fashion industry. This activity is certainly very dangerous to children's health. The inadequacy of the conditions of child labor in the process of fashion production can be seen from the age of children who are under age who do hazardous work because of their daily activities involved with chemicals, then paid a salary below the minimum wage and living in an improper location that may lead to unfavorable treatment in children namely violence and abuse.

Volunteers become the most important part of the activity and the campaign to exchange clothes, as the third campaign poster shows that the activity of exchanging clothes is inseparable from volunteers. Volunteers provide their services unconditionally or voluntarily to use their services. To achieve the objectives of the activity, firstly, the volunteers are needed in accordance with the community's vision and mission. Secondly, to find out the loyalty of volunteers who will join, it can be seen from how the prospective volunteer is responsive to the social environment. Thirdly, capacity is the maximum potential ability which is often shown by handling problems and work. Besides creativity, intelligence, and commitment are also very necessary.

For patchwork fashion business people are considered as part of waste that has no sale value. Fourthly, campaign poster shows the empowerment of local craftsmen, by utilizing patchwork resulting from campaign activities. The remanufactured product is sold by one of the local brands in collaboration with the clothing exchange community. Empowerment aims to improve an institution, improve business, income, environment, life, and society.

Empowerment is inseparable from the four principles: 1) the principle of equality is an equal position between the community and the industry and institutions that conduct empowerment programs. 2) The principle of participation is a participatory program planned and implemented and evaluated by the community. 3) The principle of self-reliance or independence is respecting and prioritizing the ability of the community compared to assistance from other parties. 4) In relation to the principle of sustainability, the role of the companion will be reduced

or removed because the community has been able to manage their own activities [18].

On the fifth poster to support these activities, an online campaign was carried out, in which the information explained that the activity of exchanging clothes would be carried out in Bandung city with various activities. The campaign is considered to be an information media that is able to change the mindset of the community and also arouse awareness of the community. The type of campaign carried out by the clothing exchange community is the ideological or cause-oriented campaigns that have a social purpose, that is, to deal with social issues and changing views, attitudes as well as behavior. To support an activity, a campaign is carried out using social media that can support widely accepted information.

Clothing is one of the environmental pollutants that can affect the health of humans and wild animals. Most people know only that good fabric has a high price, while a fabric that is not good has a low price. In the sixth campaign poster, the researchers found that to make a shirt made from cotton t-shirts used 2,700 liters of water. Cotton is one of the contributions to the lack of fresh water. The large number of insects makes cotton farmers use chemicals in the form of pesticides to help kill insects in plants, including cotton, flowers and others. The presence of chemicals makes the environment polluted. For examples in making cotton t-shirts, when cotton is processed, indirectly the processed waste will dissolve with water into rivers, the sea and land.

Having known the results of the analysis, the researchers found a link between the theories of participatory cultures in the exchange of clothing campaign activities. Participatory culture theory is a culture that is relatively low in barriers, artistic expression, community involvement, and strong support for creating and sharing a creation as well as a number of types of informal guidance by sharing certain experiences. Participatory culture is a culture in which members believe that their contribution is meaningful and feel a degree of social connection between their members, that is, at least they care about what other people think about what they are creating [19].

A Campaign is communication activities or information delivery activities carried out in accordance with the direction aimed at directing, convincing, educating and influencing the public by using the media as a tool to reach the targets. The Instagram account @tukarbaju is a media to campaign for activities related to fashion, environmental issues and sustainable consumption. The existence of the media does not realize that the media is not only used as an information center, but can also function to produce a message that can be useful and entertain the public. The media also function as a forum for individual and organizational activities that can influence and shape individual opinions. The purpose here is to enable individuals or organizations to create content for the benefit of other individuals or organizations using various social media applications such as Instagram.

The form of participatory culture carried out in campaign activities is the interests of actors, namely

volunteers and initiators of the clothing exchange campaign activities to consume and produce information related to campaign activities by utilizing Instagram media that can build, support and develop their knowledge and activities. By producing content or information continuously, the activities will run continuously and also develop increasingly. The existence of social media encourages volunteers and other individuals to take a communicative action and contribution, where the activity builds volunteers' activities in carrying out various activities found on social media, so this participation is called online participation.

Millennial generation volunteers play an important role in every exchange of campaign activities, such as campaign activities related to the provision of places and

activities to be carried out, providing knowledge regarding environmental issues and voicing ideas in campaigns @tukarbaju activities. Participation culture carried out by volunteers is inseparable from action, so offering knowledge is a form and form of participation that can contribute to messages of insights from people who lack knowledge related to environmental issues. In a culture of participation, joining the community is not enough, but support and assistance should also be provided to create and to develop these activities. The collaboration of the local KAIND brand with @tukarbaju shows a sign of participation indicating the transformation of patchwork obtained from donations reproduced by local craftsmen into new goods so that it has a high selling value.

5. CONCLUSION

The conclusions of research are:

- 1) Applying a purchase hierarchy means that before purchasing fashion goods, several stages are necessary to implement: wearing preexisting clothes, borrowing, exchanging, making according to the needs that can be used many times, and buying as the last choice.
- 2) Commemorative holidays to reject industries that employ underage children.
- 3) The success of the @tukarbaju campaign is inseparable from the assistance and participation of volunteers from young communities.
- 4) The @tukarbaju campaign provides opportunities for local craftsmen, with the results of patchwork collected from donations in each exchange campaign in collaboration with local brands, KaIND.
- 5) The @tukarbaju campaign has several activities, namely the exchange of fashion goods, and discussions relating to environmental and fashion issues.
- 6) The result and impact of the process of producing T-shirt fabric.

The forms of participation culture in the @tukarbaju campaign are used by media to support campaign activities and to produce content related to the campaigns or information related to the environment. Young people involved in successful campaign activities. Collaboration between communities, @tukarbaju and local brand is intended to empower the craftsmen lives. So, they can fulfill their needs.

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