

Digital media management of the Instagram account @diengbersih in the waste management campaign (2024-2025)

Nely Rahmawati^{1*} and Filosa Gita Sukmono¹

¹ Universitas Muhammadiyah Yogyakarta, Yogyakarta, Indonesia

*Corresponding author's email: n.rahmawati.isip21@mail.umy.ac.id

Abstract

This research focused on analyzing digital media management on the @diengbersih Instagram account in a campaign to address waste issues in the Dieng tourist area in 2024-2025. The focus of this study is directed at the application of four media management functions planning, organizing, actuating, and controlling and their relationship with agenda-setting theory in shaping public awareness of environmental issues. This study uses a constructivist paradigm with a qualitative descriptive method. Data were obtained through in-depth interviews with three informants: the community leader, social media manager, and project manager; observation of the Instagram feed, reels, and story content of the @diengbersih account during the 2024-2025 period; and documentation. The results show that the digital media management function is implemented collaboratively and participatively. Agenda-setting theory plays a role in explaining how communities determine issues, direct public attention to environmental issues, and regulate publication momentum. Environmental communication plays a role in the planning and actuating stages, where communities instill ecological values and build community participation through visual and narrative messages. KPI-based evaluation reveals increased engagement, collaboration among communities, and heightened public awareness of environmental issues. This research highlights the significance of strategic, educational, and sustainable digital media management in fostering community-based environmental communication practices.

Keywords

Digital media management, Environmental campaign, Agenda setting, Community, Instagram

Introduction

Environmental issues are becoming increasingly complex global challenges, including in Indonesia. The increase in waste production and inadequate waste management remain serious problems, as they contribute to ecosystem damage [1]. The Dieng Plateau is one of the areas affected by this problem. According to Tvonenews, 24 tons of waste

Published:
May 04, 2026

This work is licensed
under a [Creative
Commons Attribution-
NonCommercial 4.0
International License](#)

Selection and Peer-
review under the
responsibility of the 7th
BIS-HSS 2025 Committee

are produced every week. In addition to household waste, high tourist activity without environmental awareness is also a contributing factor to the increasing amount of waste in Dieng [2]. In fact, Law No. 18 of 2008, Article 29, explicitly prohibits the disposal of waste outside of designated areas [3]. However, in practice, this policy has not been fully adhered to due to the low environmental awareness of some members of the community.

This problem can be addressed through various efforts, one of which is a social media campaign. Social media has become important in addressing social issues, such as environmental issues [4]. Several previous studies have examined environmental campaigns on social media, demonstrating that social media plays a crucial role as a tool for educating the public, increasing participation, and shaping public awareness of environmental issues. The first study examined communication strategies on Instagram, focusing on the impact of visual and narrative messages on audience attitudes [5]. The second study examined the role of Instagram in campaign impact, using data on likes and comments [6]. The third study analyzed the influence of social media campaigns on changes in the audience's attitude towards caring for the environment [7]. These findings indicate that there has been limited research on digital media management, particularly in local environment-based communities such as Dieng Bersih.

Most previous studies have focused on the effectiveness of digital campaigns on public perception. In contrast, those examining the management of digital media by local communities through the framework of media planning, organizing, actuating, and controlling in environmental campaigns remain limited. In addition, the relationship between media management practices and agenda-setting theory has not been widely discussed, even though this theory is relevant to explaining how environmental issues are prioritized in public attention through consistent uploads and the presentation of messages on social media.

This study offers an analytical framework by exploring the Dieng Bersih community's digital campaign on the Instagram account @diengbersih, focusing on addressing waste problems in the Dieng area. The novelty of this research lies in integrating the media management framework with agenda-setting theory and environmental communication to explain the managerial processes that shape public awareness and participation.

This study aims to analyze how local communities systematically manage digital media through four media management functions, integrated with agenda-setting theory, and two environmental communication functions. This approach makes a conceptual contribution by showing that volunteer-based communities without formal organizational structures can still implement strategic, consistent digital media management that shapes public attention and participation in environmental issues. Thus, this research expands the study of digital environmental communication at the local community level, which is still limited.

Method

The type of research employed is qualitative, utilizing a qualitative descriptive approach. A qualitative approach is applied to find meaning behind social events that cannot be described with numbers, but rather with words and interpretations [8]. The purpose of qualitative descriptive research is to describe, interpret, and understand social phenomena or interactions in detail [9]. This approach is used to explain in detail how the digital media management practices of the @diengbersih Instagram account are carried out in the waste management campaign.

Data collection techniques were carried out through in-depth interviews, observations, and documentation [8]. In-depth interviews were conducted to explore communication strategies, campaign orientation, and the application of the four functions of media management. The criteria for informants in this study were determined based on their direct involvement in managing the @diengbersih Instagram account, their essential role in planning and implementing waste management campaigns, and their understanding of the community's digital communication strategies. Based on these criteria, three primary informants were selected: the community's leader, social media manager, and project manager. The number of informants was considered adequate because the data obtained reached saturation, when interviews no longer produced new information, and the findings emerging were repetitive [10]. Observations were made on all posts on the @diengbersih account, including feeds, stories, captions, and reels, to understand visual message patterns, language style, and user interactions. Documentation consisted of screenshots of content and other visual materials used to reinforce the findings of the interviews and observations.

The data analysis technique employed in this study utilized the interactive model developed by Miles & Huberman, specifically focusing on data reduction, data presentation, and conclusion drawing/verification. Data reduction involved selecting and summarizing essential information from interviews, observations, and documentation related to the digital media management of the @diengbersih Instagram account in the environmental campaign. The reduced data were then organized and presented in a structured narrative, with concise descriptions and relevant informant quotations to facilitate interpretation. Finally, conclusions were drawn and continuously verified to ensure the consistency, credibility, and accountability of the research findings [8].

Results and Discussion

Results

The results of the study show that digital media management on the @diengbersih Instagram account is carried out through four management functions, namely planning, organizing, actuating, and controlling, which are applied systematically and collaboratively.

In planning, content planning considers the central theme of the environmental campaign, the timing of uploads, and the communication objectives for each piece of content published. The theme of each post is determined by adjusting to actual field conditions, ensuring that the content published is relevant and contextually appropriate. Planning also includes selecting the format and style of content delivery to suit the characteristics of the audience that is the main target of the campaign.

In the organizing, the community's work structure is simple but functional. The community leader determines the central message of the campaign, the admin manages and produces content, while other members provide documentation of activities. This division of roles reflects a collaborative work system based on trust and shared responsibility. In addition to internal coordination, the community also builds communication networks with other parties and media to expand the campaign message's reach.

The actuating functions utilizes Instagram features such as feeds, reels, captions, and stories. Published content includes documentation of activities, educational messages, and calls for public participation. Messages are conveyed using visuals of real activities and persuasive narratives that are easy to understand. In addition to publishing content, managers also maintain interaction with followers by responding to comments and messages, thereby creating a communicative relationship that supports increased participation.

During the controlling functions, the community evaluates content performance using indicators such as likes, comments, shares, and views. In addition to digital data, managers also pay attention to public responses in the field as feedback on the effectiveness of digital campaigns. This evaluation assesses the effectiveness of messages and forms the basis for developing future communication strategies, including adjustments to caption style and visual consistency. The evaluation results show an increase in audience engagement and the emergence of collaboration from the community or external parties.

Discussion

The planning function of the digital campaign by @diengbersih shows a systematic process despite being carried out with limited resources. The determination of content themes is tailored to field activities, current issues, and special commemorative moments, ensuring that digital messages remain connected to real conditions on the ground. Selecting Instagram as the primary medium shows that the community understands its audience's characteristics. The success of digital communication depends heavily on the organization's ability to choose a platform that aligns with the message's objectives and user characteristics [11]. The community adapts its communication style, content format, and posting frequency to align with audience preferences. From an environmental communication perspective, the constitutive function explains that environmental communication shapes the meaning and way

society understands environmental issues [12]. The use of natural visuals, waste sorting education, and documentation of real activities are forms of meaning construction that frame the environment as something to be preserved. From an agenda-setting perspective, the determination of campaign themes and issues is closely related to the media agenda, the process of identifying issues to be conveyed to the public [13]. The consistent focus on waste and environmental cleanliness issues aims to draw public attention to problems that are often overlooked in tourist areas. However, the lack of in-depth research on the audience indicates the need to strengthen data-based planning strategies. This is supported by findings that show the success of digital campaigns is influenced by an organization's ability to adapt its approach to the dynamics of social media audience behavior [14]. The findings of this study show that the planning process is not only technical but also reflects the community's efforts to build a media agenda by prioritizing waste as a public issue through consistent themes and publication momentum.

At the organizing function, the community's work structure is simple yet functional. Community leaders act as message directors; administrators are responsible for content production and publication; and other members support the documentation of field activities. Organizing are an integral part of management because they ensure that roles operate in a coordinated manner [15]. Coordination within the community occurs through informal communication and voluntary work, while remaining focused on facilitating flexible collaboration. One finding states that informal communication and collaboration among members can build organizational synergy without a rigid formal structure [16]. Forms of internal cooperation and external collaboration not only demonstrate patterns of coordination but also how communities build their communication identity. When linked to agenda-setting theory, this stage relates to intermedia agenda-setting, the process of collaborating with other parties to expand the agenda of issues under development [13]. The Dieng Bersih community implements this strategy through collaboration with local accounts such as @wonosobozone and other environmental communities. This collaboration expands the reach of the message and strengthens public awareness of waste management issues. Collaborative networks are effective in increasing the reach of campaign messages [17]. Thus, organizations function not only as a means of internal task sharing but also as a space for environmental meaning-making and agenda expansion through collaborative networks that support the broader dissemination of campaign messages.

The Actuating function of the digital campaign was carried out through video content, educational infographics, documentation of cleanup activities, and school education. Regular posts, especially on weekends, showed that the community understood the patterns of social media user activity. Field findings showed that content based on real field activities triggered higher interaction and encouraged new volunteers to participate. At this stage, the pragmatic function of environmental communication is dominant. The pragmatic function of environmental communication includes education,

awareness raising, persuasion, and calls to action [17]. Posts about cleanup activities not only convey information but also invite the audience to get directly involved. Increased participation after publication of content shows that pragmatic functions encourage real action. Implementation is also related to the public agenda in agenda-setting theory, which is when the issues conveyed begin to shape public attention [18]. Educational content and the consistent display of activities have successfully raised awareness of waste among residents and tourists. User engagement is an indicator of attitude change in environmental campaigns [19]. This practice shows that environmental communication not only functions as a channel of information but also as a means of persuasion and mobilization of action, strengthening the public agenda on waste in tourist areas.

Finally, there is the controlling functions, where the community evaluates content performance using Key Performance Indicators (KPIs), such as likes, comments, shares, and views, as well as Instagram Insights. This evaluation is carried out quantitatively by analyzing post-performance data and qualitatively through internal discussions about the message's effectiveness. Informants stated that this evaluation was conducted to help determine which content needed to be retained and which needed to be improved. This KPI-based evaluation aimed to monitor content performance, enabling organizations to identify effective strategies and anticipate potential weaknesses [20]. From an agenda-setting perspective, this stage reflects the policy agenda, which is when public attention begins to have a social impact [13]. In addition to evaluating digital data, managers also pay attention to field responses as feedback on the effectiveness of digital campaigns. Therefore, the campaign message not only raises awareness but also encourages active participation in environmental activities. This evaluation process shows that control not only serves as a measure of content performance but also as a strategic reflection mechanism to maintain the consistency of issues so that they remain in the public spotlight. The evaluation process is carried out not only at the end of the management process but also through integrated monitoring with the other three functions. Monitoring media management is crucial to maintaining media quality [21].

Conclusion

This study concludes that digital media management by the @diengbersih community through planning, organizing, implementing, and controlling functions can shape awareness and encourage public participation in waste issues in Dieng. The integration of media management with agenda-setting theory and the two functions of environmental communication shows that local communities without formal structures can carry out strategic and impactful digital media management by utilizing voluntary collaboration, field content, and the interconnectedness of community issues and agendas. In addition, the increase in volunteers and collaboration between communities arose not because of massive campaigns but because of the consistency of messages from real activities and emotional closeness with the audience. Overall, this study

confirms that structured but community-based media management can increase public participation and awareness of environmental issues. Further research could compare other community-based environmental campaigns or employ a mixed-methods approach to assess long-term behavioral impacts, thereby strengthening our understanding of the role of digital media in promoting ecological awareness and encouraging public participation.

Acknowledgement

The author would like to acknowledge the Dieng Bersih Community for providing access to data and assistance in this research process. The author also expresses sincere gratitude to Mr. Filosa Gita Sukmono for his academic guidance during this research.

References

1. I. Sukmono, A. Kuswanti, dan M. A. Muqsith, "G-Tech : Jurnal Teknologi Terapan Berdaya dengan Media Digital : PANDAWARA Group," vol. 8, no. 4, hal. 2143–2153, 2024.
2. A. Dumadi, "Puluhan Tahun Menumpuk, Gunung Sampah di Kawasan Wisata Dieng Kini Disulap Menjadi Rupiah Artikel ini sudah tayang di tvonenews.com pada hari Rabu, 6 September 2023 - 14:44 WIB Judul Artikel: Puluhan Tahun Menumpuk, Gunung Sampah di Kawasan Wisata Di," tvonenews, 2023. <https://www.tvonenews.com/daerah/jateng/150528-puluhan-tahun-menumpuk-gunungan-sampah-di-kawasan-wisata-dieng-kini-disulap-menjadi-rupiah>
3. UU No.18, "UU No 18 Tentang Pengelolaan Sampah," *Republik Indones.*, vol. 49, hal. 1–46, 2008.
4. M. Dhamayanti, S. Dewi, S. Ratna, dan B. R. Alfathi, "Integrating Digital Media into Culturally Rooted Environmental Events to Promote Sustainable Lifestyle," vol. 17, no. 2, 2025.
5. A. J. Elysia, "Peran Media Sosial Instagram dalam Meningkatkan Kesadaran Generasi Muda terhadap Isu Lingkungan," *Prologia*, vol. Vol. 9, hal. 1–11, 2025.
6. A. Fadli dan H. Sazali, "Peran Media Sosial Instagram @Greenpeaceid Sebagai Media Kampanye Dalam Menjaga Lingkungan," *J. Ilmu Komun. UHO J. Penelit. Kaji. Ilmu Komun. dan Inf.*, vol. 8, no. 2, hal. 209–222, 2023, doi: 10.52423/jikuho.v8i2.32.
7. A. Dirgantara dan R. Fauzi, "Pengaruh Social Media Campaign Bijakkelolasampah Terhadap Sikap Peduli Lingkungan Pada Followers Waste4change," *J. Ilm. Tek. Inform. dan Komun.*, vol. 4, no. 1, hal. 127–140, 2024, doi: 10.55606/juitik.v4i1.753.
8. Sugiyono, *Metode Penelitian Kualitatif, Kuantitatif, dan R&D (Edisi Revisi)*. Bandung: Alfabeta, 2022.
9. L. Moleong, *Metodologi Penelitian Kualitatif. Edisi Revisi*. Bandung: PT Remaja RosadKarya, 2018.
10. M. Naeem, W. Ozuem, K. Howell, dan S. Ranfagni, "Demystification and Actualisation of Data Saturation in Qualitative Research Through Thematic Analysis," 2024, doi: 10.1177/16094069241229777.
11. A. M. Kaplan dan M. Haenlein, "Users of the world, unite! The challenges and opportunities of Social Media," *Bus. Horiz.*, vol. 53, no. 1, hal. 59–68, 2010, doi: 10.1016/j.bushor.2009.09.003.
12. U. Wahyudin, "Strategi Komunikasi Lingkungan Dalam Membangun Kepedulian Masyarakat Terhadap Lingkungan," *J. Common*, vol. 1, no. 2, hal. 136–144, 2017, doi: 10.34010/common.v1i2.576.
13. M. E. Mccombs dan D. L. Shaw, "The agenda-setting function of mass media," *Public Opin. Q.*, vol. 36, no. 2, hal. 176–187, 1972, doi: 10.1086/267990.
14. W. T. Wicaksana dan V. D. Adiprabowo, "Peran Akun @kitabisacom dalam Kampanye Sosial di Instagram," *J. Pustaka Komun.*, vol. 8, no. 1, hal. 119–131, 2025, doi: 10.32509/pustakom.v8i1.4622.
15. C. D. Erlinda dan Erwin Rasyid, "Manajemen Media Digital Muhammadiyah Melalui Akun Instagram @lensamu," *J. Audiens*, vol. 4, no. 1, hal. 170–181, 2023, doi: 10.18196/jas.v4i1.15.
16. M. Fauzan dan M. Yahya, "Komunikasi Organisasi Dalam Membangun Sinergitas Organisasi Otonom Cabang Muhammadiyah Belopa Kabupaten Luwu," *J. Komun. dan Organ.*, vol. 7, no. 1, hal. 21–26, 2025, doi: 10.26618/jko.v7i1.17587.
17. M. Alif, L. Hanief, S. Astuty, dan U. L. Mangkurat, "Kampanye Lingkungan di Akun Instagram zerowaste . id untuk Mengedukasi Masyarakat," vol. 7, no. 2013, hal. 278–292, 2024.
18. E. Mrogers dan J. Wdearing, "Agenda-Setting Research: Where Has It Been, Where Is It Going?," *Ann.*

- Int. Commun. Assoc.*, vol. 11, no. 1, hal. 555–594, 1988, doi: 10.1080/23808985.1988.11678708.
19. R. Sabila dan Y. Yusuf, “Peran Media Sosial Instagram @pandawaragroup sebagai Media Kampanye dalam Menjaga Lingkungan,” *Ranah Res. J. Multidiscip. Res. Dev.*, vol. 7, no. 2, hal. 1334–1341, 2025, doi: 10.38035/rrj.v7i2.1358.
 20. H. Santoso. A. P. Soraya., “Strategi Kampanye Digital Di Instagram Detikcom Untuk Meningkatkan Engagement Melalui Meta Business Suite,” *EduTIK J. Pendidik. Teknol. Inf. dan Komun.*, vol. vol, 5, 2025.
 21. F. G. Sukmono, A. Putri, S. Kencana, dan F. N. Ridho, “ Digital Media Management of The Official Instagram Account of The Communication and Informatics Office of Yogyakarta in The Pandemic Era,” vol. 2, no. 2021, 2022.