

MOVE ON FROM TISSUE: A SOCIAL CAMPAIGN FOR THE ENVIRONMENT

Rafiqah Yusna Siregar^{1*}, A. Hadian Pratama Hamzah
Communication Science Study Program, Social and Politic Faculty, Dharmawangsa University¹,
Magister of Environmental Study Program, Universitas Terbuka, Indonesia²

Keywords:

Social Campaign, *Move on from Tissue*,
Environment.

***Correspondence Address:**

rafiqah@dharmawangsa.ac.id

Abstract: *Move on from Tissue* is a social campaign activity that cares about the environment, is a public initiative, and states that the community must participate in protecting the environment. This social campaign aims to increase public interest in campaign activities and educate the public about the impact of excessive tissue use on the environment. The implementation method begins with research on tissue use among the general public spread across the city of Medan with three indicators, namely knowing the level of tissue needs among the general public in the city of Medan, the number of people who agree if tissue is replaced with handkerchiefs and the number of people who know about the impact of excessive tissue use on the environment. The data collection technique in the research was carried out using a questionnaire containing 13 closed questions addressed to 80 people spread across Medan. The public response to the campaign was positive. During the event, the tree mascot attracted the attention of visitors and was evident from their enthusiasm for taking pictures and ranging from everyone. The tissue results obtained from participants were put into a trash can made by utilizing used cardboard and implementing the 3R concept, reducing, reusing, and recycling. Not only trash bins, but props and tree mascots also utilize used cardboard that has been thrown away by the general public which collected and processed. The tissue results obtained are then buried in the ground in line with the education of the Ministry of Health of the Republic of Indonesia about a program called Mosquito Nest Eradication with the concept, draining and washing places used as Water Reservoir, Covering and Burying garbage and unused used goods.

INTRODUCTION

Move on from Tissue is a social campaign activity that cares about the environment, is a public initiative, and encourages the community to participate in

protecting the environment. Venus (Yugiarto et al., 2022) defines a social campaign as the implementation of organized activities containing communication messages, both implicit and direct, whose aim is to influence and create a good impact on society within a certain period. The tagline of this social campaign is "Just leave it." "Just leave it" means persuading people to reduce or stop using tissue and switch to personal handkerchiefs. Community participation will be seen through their willingness to exchange their tissues for handkerchiefs provided by the team.

Tissue is one of the daily necessities that everyone must have. Tissue can easily be found in every corner of the workspace, toilet, waiting table, house, restaurant table, and even in everyone's bag or pocket. Furthermore, people do not only have one type of tissue, which is there are more than two types of tissue that are needed. The types of tissue include dry tissue, wet tissue, toilet tissue, food tissue, facial tissue, car cleaning tissue, and baby tissue. However, without realizing it, all aspects of people's lives that cannot be separated from the use of tissue have an impact on the surrounding environment.

Considering that the raw material for tissue comes from trees, the more tissue that is produced, the more trees will be cut down. A report stated that the performance of the national paper industry grew significantly between 2020 and 2021, which of course encouraged improved hygiene habits after the COVID-19 pandemic. A company in 2021 to 2022 experienced an increase of 70% in tissue sales in the Indonesian market (Ibrahim, A, 2023).

A Foundation and Social Entrepreneur describes the environmental impact of excessive tissue use. One tree can produce 1500 rolls of toilet pap. Even though the ratio looks high, the public must also understand that the use of tissue itself is very large, of course, to meet consumer needs, tissue production will require cutting down thousands of trees a day. Data from the World-Wide Fund for Nature states that 270,000 trees are cut down to produce tissue in a day which ultimately end up in the trash. Furthermore, Environment Canada recorded that 0.0024 ha of forest was sacrificed and 324,000 liters of water were consciously used to produce 1 ton of tissue (Zero Waste Indonesia, 2016).

Excessive use of tissue also causes other problems, namely the accumulation of rubbish. As we all know, tissue is a single-use item, so you can imagine how much tissue

used in a day results in accumulated waste. Tissue waste is a type of inorganic waste, which takes a long time to decompose and decompose. Of course, it is different from organic waste, such as food waste which naturally decomposes easily. Piles of tissue waste can cause dirt, disease, and even flooding.

Based on the description above, it is considered very necessary to raise awareness and persuade the community, especially the city of Medan, to work together to protect the surrounding environment by reducing the use or even switching to using personal handkerchiefs. Apart from that, the *Move on from Tissue* social campaign aims to increase public interest and interest in campaign activities and educate the public about the impact of excessive tissue use on the environment.

RESEARCH METHODS

The method for implementing the *Move on from Tissue* social campaign begins with research on the use of tissue among the general public spread across the city of Medan. The topics in this research include:

- Knowing the level of tissue needs among the general public of Medan city.
- Knowing that many people agree that tissues should be replaced with handkerchiefs.
- Knowing that many people know about the impact of excessive use of tissue on the environment.

The data collection technique in the research was carried out using a questionnaire containing 13 closed questions aimed at 80 people spread across the city of Medan. Objective or indicator 1 contains 6 questions, indicator 2 contains 5 questions and indicator 3 contains 3 questions. Questionnaires are distributed directly without intermediary media such as Google Form to respondents.

The strategy for implementing the *Move on from Tissue* campaign is carried out through several stages, including:

- Exchanging tissues for handkerchiefs to the general public and burying tissue waste at the end of the activity.
- Using props.
- Signing an agreement to participate in the success of the *Move on from Tissue* campaign.

- Photo with the tree mascot.

The committee toured together in the garden of the Chancellor's Bureau of the University of North Sumatra from 3.30 PM to 6 PM. This is because the University of North Sumatra Chancellor's Bureau Park is one of the public areas that is popular with people to enjoy the weekend with family and those closest to them. This park has spacious, clean land, deer drums, shady trees and fountains which add to the beauty and shade of this location, especially in the afternoon before dusk. Apart from that, every weekend there will be many street vendors selling their wares ranging from food, drinks and toys for children.

- Distributing t-shirts to the first three people who participate in the *Move on from Tissue* campaign.

RESULTS AND DISCUSSION

Indicator 1, namely the level of need for tissue among the general public in Medan, shows that the community is in the MEDIUM category. This can be seen from their answers which can be seen from the traveling segment, respondents do not always provide tissue. In the cleaning household furniture segment, respondents also do not always use tissue. In the daily needs segment, there are still many respondents who do not consider tissue as a product to be purchased. Apart from that, there are still many respondents who do not provide tissue at home. their homes, or places of activity. In the tissue segment as a facial cleanser, there are still many respondents who do not use tissue.

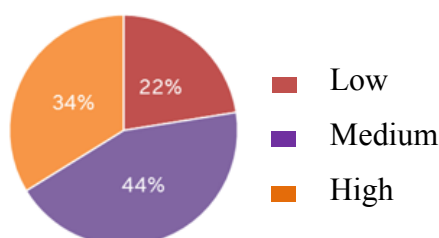


Figure 1. Research Results on Indicators of Tissue Needs Among the General Public in Medan
(Source: Survey Team, 2023)

Indicator 2, regarding the number of people who agree if tissues are replaced with

handkerchiefs, shows the results that they agree if tissues are replaced with handkerchiefs, where this indicator is in the HIGH category. This can be seen from the large number of respondents who stated that handkerchiefs are better to use than tissue for cleaning the face and various other activities. Apart from that, respondents also strongly agreed that handkerchiefs could save their expenses, reduce excessive tree felling and feel like they were participating in preserving, and keeping the environment clean.

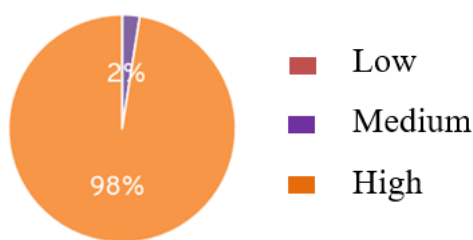


Figure 2. Community Research Results Agree to Replace Tissue with Handkerchiefs
(Source: Survey Team, 2023)

Indicator 3 concerns public knowledge about the dangers of using tissue for the environment. The research results on this third indicator show that people who understand the dangers of using tissue for the environment are in the HIGH category. This is based on the answers of those who admit that they understand that the more tissue production, the higher the quantity of tree felling. Meanwhile, trees are a source of oxygen which makes the air and environment fresher and more beautiful.

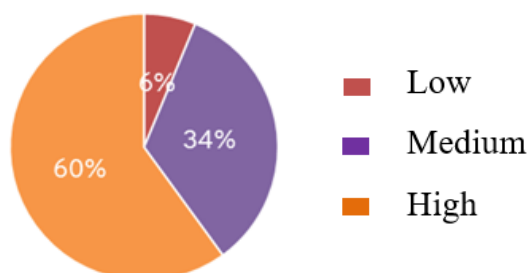


Figure 3. Research Results on Indicators of Public Understanding of the Dangers of Using Tissue for the Environment
(Source: Survey Team, 2023)

Stimulus Response Theory (SR Theory) states that the masses will show encouragement or incentives simultaneously. This encouragement or incentive will then motivate or urge emotions which will produce a process that cannot be controlled by the

individual (Sunardiyah, 2022). One activity that can influence the public regarding various social issues is through campaigns. A campaign will be effective if the communication process can provide change for every individual involved in it.

The first series of activities carried out in the *Move on from Tissue* campaign was exchanging tissue for handkerchiefs. This first activity is the most important step taken because it is in line with the campaign's aim, namely to encourage people to make lifestyle changes. The main product used in the *Move on from Tissue* campaign is handkerchiefs, which this media is expected to reduce excessive use of tissue. Apart from that, handkerchiefs are also considered a green product because of their role in replacing tissue as a disposable item which can increase the amount of waste. A green product must have advantages and uniqueness to attract the interest of the target audience for the product (Lestiani, 2020). The effects of excessive tissue use will certainly spread to environmental issues. This is because cutting down trees for tissue production will cause erosion, denuded forests, forest fires and reduce the quality of oxygen on Earth.



Figure 4. Handkerchief
(Source: Personal Documentation, 2023)

This first activity was carried out by asking every member of the public or visitor to the University of North Sumatra Chancellor's Bureau Park whether they had or brought tissue at that time. If people have or bring tissue, the team asks them about their willingness to exchange all their tissue for free handkerchiefs. For people who don't have tissue, the team still provides handkerchiefs. Next, the collected tissue is placed in a trash can and then buried in the ground. Accumulating tissue waste can increase the number of mosquito nests which can result in dengue fever. The decision to bury the

tissue is in line with the education of the Ministry of Health of the Republic of Indonesia (Tansil, 2021) said that there is a program called Mosquito Nest Eradication with the concept, namely draining and washing places used as water storage places) such as buckets, bathtubs, drinking water bottles, refrigerators, and so on; Closing, namely tightly closing the water storage area; and Burying, it is best to bury rubbish and unused items.

The second activity is props. This visual aid is a tactic used to provide information to the public. The basic material for these props is cardboard that has been thrown away. This is in accordance with the waste hierarchy which refers to the "3R" concept, namely reducing waste, reusing waste, and recycling (Taufiqurrachman, 2020). Therefore, the use of teaching aids using used cardboard is a series of activities that utilize waste products as much as possible and produce as little waste as possible.



Figure 5. Props and trash cans that use used cardboard as a form of implementing the "3R" concept
(Source: Personal Documentation, 2023)

The third activity is signing participation to make the *Move on from Tissue* campaign a success. This activity is carried out when the community has received handkerchiefs and educational information about the impacts of excessive tissue use.



Figure 6. Participation Signature
(Source: Personal Documentation, 2023)

The fourth activity is a photo with the tree mascot. This method aims to make participants feel entertained by the presence of the tree mascot. The mascot was chosen as a symbol of protecting trees from illegal and large-scale logging. The tree mascot was also made by using discarded cardboard and applying the “3R” concept.



Figure 7. Tree Mascot
(Source: Personal Documentation, 2023)

The fifth activity in the *Move on from Tissue* campaign is touring together in the garden of the University of North Sumatra Chancellor's Bureau. This activity is implemented by approaching each park visitor and asking whether they have or brought tissue and whether they are willing to exchange the tissue for a handkerchief. This 5th activity is almost the same as the description of the 1st activity, only this activity is carried out so that the social campaign does not seem boring. Apart from that, when the campaign was carried out by just staying in place, it turned out that not many people were enthusiastic and knew the theme of this campaign. Therefore, walking around the park is considered to be able to spread communication messages more widely and evenly even though it is still in the park environment.



Figure 8. Activities around the park
(Source: Personal Documentation, 2023)

The final activity was distributing t-shirts to the first three participants in the *Move on from Tissue* campaign. This method is done to attract the interest of potential audiences. A study states that a product that is modern and accepted by current and future trends is a combination of three aspects that are believed to attract the interest of potential audiences (Nurimani, 2022). In line with this research, the activity of exchanging tissue for handkerchiefs as the main product is considered to be able to answer current and future challenges in terms of helping to protect the environment and cutting down excessive trees to produce tissue. T-shirt products are given as a reward for the participation of the first 3 participants as a symbol of participation in protecting the environment. Therefore, rewards can be implemented into every type of activity as an effort to attract potential audiences for the sake of sustainable activity.

The effectiveness of the communication that occurred in the *Move on from Tissue* campaign can be seen from the positive response of each participant. When educating about the long-term impact of using tissue on the environment, people seem to pay more attention and curiosity. This can be proven by the fact that some people who did not know this knowledge became aware of their condition. Apart from that, some people already know the impact of excessive tissue use, but they just haven't switched to using handkerchiefs. So, when exchanging tissues for handkerchiefs, the participants looked very enthusiastic.

CONCLUSION

The *Move on from Tissue* campaign activity was carried out on weekends (Sunday) from 3.30 PM to 6 PM in the park of the Chancellor's Bureau of the University of North Sumatra. The entire series of campaign activities is carried out in a structured manner. There are more than 100 handkerchiefs that have been successfully exchanged for tissues belonging to park visitors.

People who do not bring tissue, but are not tissue users, are considered to have participated in reducing the amount of tissue used. People who do not use tissue, are still asked to sign their participation in the *Move on from Tissue* campaign. Then, this type of participant was not given a handkerchief because they had brought their own. For people who do not bring tissue, but are among those who use tissue, they are still given a handkerchief.

The public's response to the *Move on from Tissue* campaign has been positive. This can be seen from the responses that participants gave during the campaign. During the event, the tree mascot attracted the attention of visitors and was proven by their enthusiasm for taking photos with them, ranging from children, teenagers, adults, and even the elderly.

The resulting tissue obtained from participants was put into a trash can made using used cardboard and applied the 3R concept, namely reducing waste, reusing waste, and recycling. Not only trash cans, but props and tree mascots also use used cardboard that has been thrown away by the general public is collected and processed.

The tissue obtained from the community is then buried in the ground. This is in line with the education of the Ministry of Health of the Republic of Indonesia about a program called, saying that there is a program called Mosquito Nest Eradication with the concept, of draining and washing places used as Water Storage Places, covering and burying rubbish and used goods, which is unused. This is because piles of tissue waste are also believed to cause an increase in mosquito nests that have the potential to contract dengue fever.

REFERENCE

- Ibrahim, A. M. (2023). Kinerja industri kertas tisu nasional tumbuh signifikan. Antara News Jatim. <https://jatim.antaranews.com/berita/644901/kinerja-industri-kertas-tisu-nasional-tumbuh-signifikan>
- Lestiani, Ermin., Siti Maryam., R. W. (2020). INFLUENCE OF CONSUMER PERCEPTION AND KNOWLEDGE OF ECOLABELLING ON DECISION OF BUYING GREEN PRODUCT. BJRM: Bongaya Journal of Research in Management, 3(2).
- Nurimani, Gina, S. dan ndri R. (2022). Strategi Promosi di Media Sosial dalam Menarik Minat Beli Produk Pakaian. Jurnal Riset Manajemen Komunikasi Unisba Press, 2(1).
- Sunardiyah, Fina., Pawito., A. M. I. N. (2022). Pengaruh Komunikasi Interpersonal, Kampanye Sosial Media, dan Citra Organisasi terhadap Kepuasan Konsumen di Bea Cukai Surakarta. JIK: Jurnal Ilmu Komunikasi, 20(2).
- Tansil, Melissa, G., Novie H. Rampengan., R. W. (2021). Faktor Risiko Terjadinya Kejadian Demam Berdarah Dengue Pada Anak. Jurnal Biomedik, 13(1). <https://doi.org/https://doi.org/10.35790/jbm.13.1.2021.31760>
- Taufiqurrachman. (2020). PENGELUARAN SAMPAH. https://lms-paralel.esaunggul.ac.id/pluginfile.php?file=%2F88329%2Fmod_resource%2Fcontent%2F1%2F09_5960_TKT111_112018_pdf.pdf
- Yugianto, J. P., Wahyudi, A. T., & Yulianto, Y. H. (2022). Perancangan Kampanye

Sosial Anti Kekerasan Pada Monyet. Jurnal DKV Adiwarna, Universitas Kristen Petra, 1(121), 1–10.
<https://publication.petra.ac.id/index.php/dkv/article/view/12284/10770>
Zero Waste Indonesia. (2016). Tisu, Menjadi Isu Lingkungan yang Tidak Disadari!
<https://zerowaste.id/zero-waste-lifestyle/tisu-menjadi-isu-lingkungan-yang-tidak-disadari/>