

## **Peningkatan Kesadaran Generasi Muda tentang Pentingnya Kendaraan Listrik Melalui Kampanye Media Sosial**

### **Raising the Awareness of the Young Generation on the Importance of Electric Vehicles through Social Media Campaigns**

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#### **Abstrak**

*Kampanye media sosial telah dilakukan untuk meningkatkan kesadaran generasi muda tentang pentingnya kendaraan listrik, sebuah solusi mobilitas berkelanjutan yang semakin relevan dalam upaya mengatasi polusi udara dan perubahan iklim. Kampanye ini melibatkan produksi dan distribusi video informatif melalui Instagram, yang mencakup lima poin utama: polusi udara, dampak kendaraan konvensional, konversi kendaraan BBM ke listrik, kelebihan kendaraan listrik terhadap lingkungan, dan perkembangan teknologi kendaraan listrik. Hasil kampanye menunjukkan video ditonton sebanyak 39.100 kali, memperoleh 440 likes, dan 52 komentar, dengan lebih dari 90% komentar berasal dari generasi muda. Respons positif ini menegaskan bahwa kampanye berhasil mencapai dan melibatkan audiens yang ditargetkan. Keberhasilan ini menunjukkan bahwa media sosial adalah alat yang efektif untuk edukasi dan promosi perubahan positif di kalangan generasi muda, mendukung adopsi kendaraan listrik dan transisi menuju mobilitas berkelanjutan.*

**Kata kunci:** konversi, kendaraan listrik, social media, generasi muda

#### **Abstract**

*A social media campaign has been launched to educate the younger generation about the value of electric vehicles—a sustainable form of transportation that is becoming more and more relevant in the fight against climate change and air pollution. The campaign comprised creating and sharing an educational video on Instagram that addressed five key topics: air pollution, the effects of gasoline-powered vehicles, the switch to electric vehicles, the benefits of electric vehicles for the environment, and the advancement of electric vehicle technology. The video earned 39,100 views, 440 likes, and 52 comments, with over 90% of the comments coming from younger viewers, according to the campaign's findings. This encouraging reaction demonstrates that the campaign reached and captivated the intended audience. This achievement shows that social media can be a useful instrument for educating the next generation and encouraging good change, which will aid in the uptake of electric cars and the shift to sustainable mobility.*

**Keywords:** conversion, electric vehicles, social media, young generation

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## **1. INTRODUCTION**

The topic of electric vehicles is becoming more and more relevant in the worldwide conversation about sustainable mobility

options. Electric vehicles come in many different forms, such as electric cars and electric motorcycles, and they are still developing quickly both in Indonesia and

globally. Electric vehicles offer a number of advantages, chief among them the reduction of greenhouse gas emissions and air pollution, both of which have a major impact on climate change and public health issues [1], [2]. Furthermore, electric cars have financial advantages including less maintenance expenses and less reliance on fossil fuels, which have unstable prices and are not good for the environment [3].

The use of electric vehicles is largely driven by the younger generation. They have the greatest potential to promote the widespread usage of electric vehicles because they are a group more receptive to change and new technologies. Sustainable environmental efforts tend to receive greater support from the younger generation, as seen by their choice for green technology and way of living [4], [5]. Enhancing the cognizance and comprehension of youth on the significance of electric automobiles can expedite the shift towards sustainable mobility.

Young people's everyday lives now revolve around social media. Social media sites like Facebook, Instagram, TikTok, Twitter, and TikTok are frequently utilized as information and educational resources in addition to being used for fun [6]. Young people can be effectively educated through social media by consuming interesting and simple-to-understand content. Numerous efforts have demonstrated the efficacy of social media as a platform for education and social campaigns, demonstrating that positive action can be encouraged and a large audience may be reached by disseminating information through social media [7], [8].

Nonetheless, there are a number of problems with educating people about electric cars. One of the biggest problems is that younger people do not understand the value of electric automobiles. Patterns of energy consumption that are not sustainable or efficient are nevertheless common. Additionally, efforts to educate people about electric vehicles are less successful when there is limited access to engaging and simple-to-understand information. As a result, a creative and successful advertising plan is required to raise younger people's knowledge and comprehension of electric automobiles [9].

The fight for electric vehicles is very relevant and urgent. Campaigns promoting electric vehicles are now necessary to address the world's energy problem and its detrimental effects on the environment. It is evident from examples of comparable initiatives that have been successful on other social media platforms that social media can be a powerful tool for education and social causes. In light of this, the younger generation is the target audience for the social media electric car promotion program, which seeks to increase awareness and comprehension of the value of electric vehicles. The initiative also seeks to promote the green economy, alter public opinions, and increase the use of electric vehicles in order to help meet the Sustainable Development Goals (SDGs)[10].

## 2. METHODS

The Concept and Planning stage marked the start of the campaign to educate the younger generation about the value of electric

automobiles. In order to create the concept and strategy, the team first determined the campaign's primary goals and carried out exploratory research to learn more about the attitudes and knowledge of the younger generation regarding electric automobiles. Key messages and a video production plan comprising subjects, scripts, and production timelines were developed based on the research findings. The target market and Instagram marketing plan has to be determined as part of this procedure.

Subsequently, the team followed the script during the Video Creation phase to create an educational and entertaining video. The video, which was filmed in a few chosen areas, featured information on the advantages of electric cars, their good effects on the environment, and how younger people are embracing this technology. In order to deliver the message in the video, influencers and prominent celebrities were also involved.

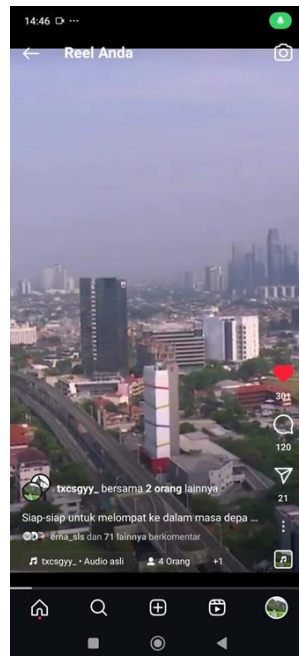


Figure 1. Campaign video of electrical vehicle.

After the video is created, post-production and editing are done to make sure it is of the highest caliber. Before publication, the editing team adds sound and visual effects, cuts the video material, and makes sure everything is in working order. After that, the videos were shared on Instagram, where a larger audience was attained by utilizing the Reels function. Utilizing pertinent

hashtags, collaborating with influencers, and communicating with followers via direct messages and comments to promote conversation and engagement were all part of the distribution and evaluation process. In order to evaluate the campaign, video performance indicators including views, likes, comments, and shares were tracked

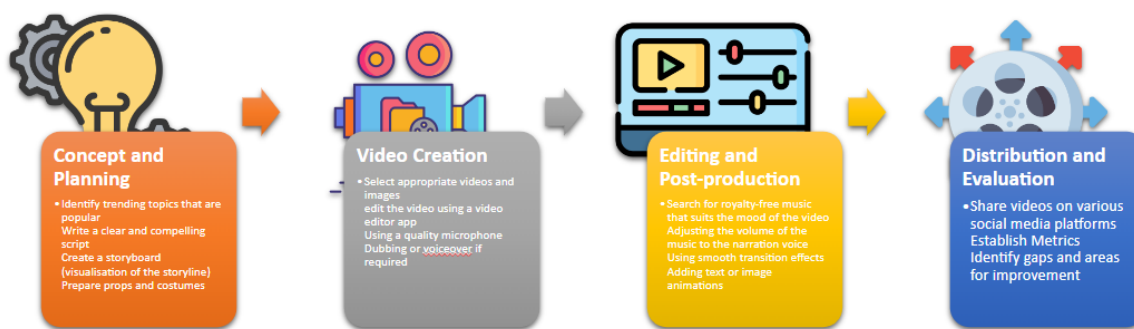


Figure 2. Method of campaign

### 3. RESULT AND DISCUSSION

Five key ideas are presented in an interesting and educational way in the campaign video that was made. The first issue brought up was air pollution, emphasizing how dangerous the issue is, particularly in large cities. The film presents a clear image of the detrimental effects of motor vehicle emissions on air quality by visualizing the air pollution brought on by conventional automobiles.

In the second part of the video, it is discussed how conventional cars are a significant source of air pollution. Data and statistics supporting the significant role that motor vehicles play in air pollution are provided with this explanation. The tales and visuals that are displayed aid in making the audience aware of the significance of identifying more ecologically friendly alternatives.

The third point focuses on the changeover of gasoline-powered cars (BFM) to electric vehicles. The benefits of conversion are thoroughly explained in the video. Through showcasing instances of well converted vehicles, the movie encourages and inspires viewers to contemplate this choice as a tangible measure towards more

environmentally friendly energy consumption.

The benefits of electric vehicles for the environment are highlighted in the fourth point, particularly when it comes to exhaust emissions. The movie highlights how much more ecologically beneficial electric vehicles are by using comparison statistics between emissions from conventional and electric automobiles. The material is presented in an eye-catching way that facilitates understanding and helps the audience retain the key points.

The fifth message in the video is the advancement of technology to enhance quality of life. Developing electric car technology enhances driving comfort and efficiency while also helping to clean up the environment. The film emphasizes that the future of sustainable mobility is within reach by showcasing the most recent advancements in electric car technology.

The campaign video has gotten 39,100 views, 440 likes, and 52 comments on Instagram since it was posted. These numbers demonstrate how well the video held viewers' interest and expanded its viewership. The use of Instagram's Reels function, which expands the video's audience, is credited with its popularity.

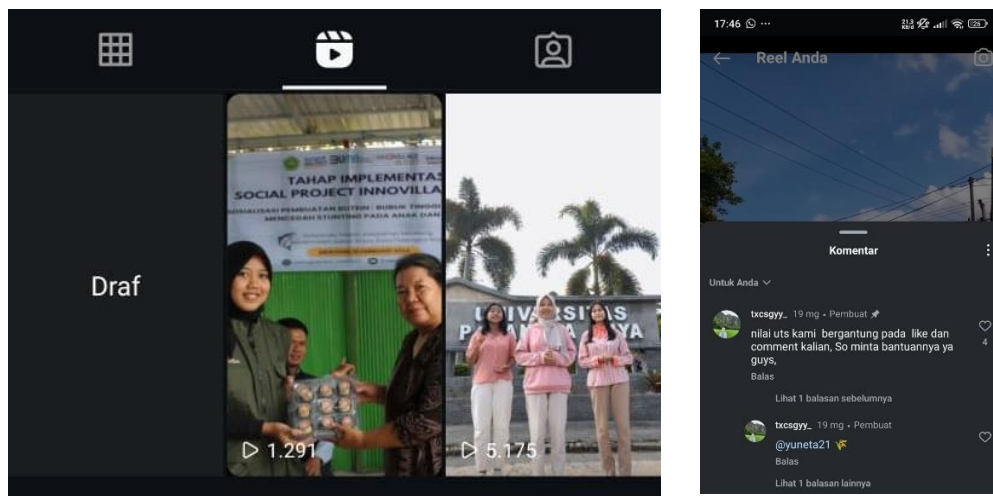


Figure 3. Like and view of campaign video

The most of the remarks, according to an analysis of them, were positive. Youth accounts accounted for almost 90% of the comments, as shown by the language and vocabulary they frequently used. This demonstrates that the younger generation was the campaign video's primary focus and that they responded favorably to the message.

The effectiveness of social media efforts in increasing awareness about the significance of electric vehicles is demonstrated by the success of this film in garnering attention and positive responses from the younger generation. With a high level of engagement, the film promotes active audience participation and discussion in addition to spreading information. It is anticipated that this will help the younger generation embrace electric vehicles more frequently, facilitating the shift to more ecologically friendly and sustainable modes of transportation.

#### 4. CONCLUSION

The goal of a social media effort to educate the younger generation about the value of electric vehicles has been greatly attained. More than 90% of the 39,100 views, 440 likes, and 52 comments on the marketing video that was posted on Instagram came from younger users, and the majority of them were positive. This demonstrates that the campaign's message was well-received and pertinent to the target demographic, demonstrating the potency of social media as a teaching tool and catalyst for constructive change. The campaign promoted the use of electric vehicles and sustainable mobility by increasing awareness and fostering active dialogue and participation.

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