

**THE EFFECT OF EDUCATIONAL INSTAGRAM REELS
TOWARDS THE BEHAVIOUR OF MINIMISING SINGLE-USE
PACKAGING IN GENERATION Z USING THE AISAS MODEL:
A COMPARISON STUDY OF INDONESIA AND MALAYSIA**

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**DEPARTMENT OF FAMILY AND CONSUMER SCIENCES
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ABSTRAK

ALNETA MAIRA FARIRAHMA. Efek Edukasi Instagram Reels terhadap Perilaku Minimalisasi Kemasan Sekali Pakai pada Generasi Z dengan Model AISAS: Studi Perbandingan Indonesia dan Malaysia. Dibimbing oleh MEGAWATI SIMANJUNTAK dan MOHAMAD FAZLI SABRI.

Penggunaan plastik menimbulkan risiko bagi lingkungan dan kesehatan, sehingga penting untuk memengaruhi perilaku konsumen melalui edukasi digital. Studi ini meneliti dampak konten edukatif Instagram Reels terhadap upaya Generasi Z dalam mengurangi penggunaan kemasan sekali pakai dengan menggunakan model AISAS (*Attention, Interest, Search, Action, dan Share*). Survei online dilakukan terhadap 273 responden yang dipilih secara purposif dan dianalisis menggunakan statistik deskriptif dan SEM. Efektivitas edukasi Instagram Reels dianalisis menggunakan *Customer Response Index* (CRI). Hasil menunjukkan perbedaan signifikan antara responden Indonesia dan Malaysia pada tahapan *attention, search, action, dan share*. Instagram Reels lebih efektif pada responden Malaysia dan ditemukan secara signifikan memengaruhi perhatian, ketertarikan, tindakan, dan berbagi, tetapi tidak pada pencarian informasi. Pencarian menjadi prediktor terkuat dari tindakan, sementara prediktor utama untuk berbagi berbeda: Instagram Reels bagi responden Malaysia dan tindakan bagi responden Indonesia.

Kata kunci: AISAS, generasi Z, konsumsi berkelanjutan, konten edukasi, perilaku minimalisasi kemasan sekali pakai

ABSTRACT

ALNETA MAIRA FARIRAHMA. The Effect of Educational Instagram Reels towards the Behaviour of Minimising Single-Use Packaging in Generation Z: A Comparison Study of Indonesia and Malaysia. Supervised by MEGAWATI SIMANJUNTAK and MOHAMAD FAZLI SABRI.

Plastic use presents environmental and health risks, underscoring the need to influence consumer behaviour through digital education. This study explores the impact of educational Instagram Reels on Generation Z's efforts to reduce single-use packaging, using the AISAS model. An online survey of 273 purposively selected respondents was analysed using descriptive statistics and SEM. The effectiveness of educational Reels was analysed using Customer Response Index (CRI). The results reveal significant differences between Indonesian and Malaysian respondents across attention, search, action, and share stages. Instagram Reels were more effective on Malaysian respondents and were found to significantly influence attention, interest, action, and share, but not search. Search emerged as the strongest predictor of action, while key predictors of share differed: Instagram Reels for Malaysians and action for Indonesians.

Keywords: AISAS, educational content, generation Z, single-use packaging minimisation behaviour, sustainable consumption



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ALNETA MAIRA FARIRAHMA

Thesis
as one of the requirements for obtaining a Bachelor's degree
in
Department of Family and Consumer Sciences

**DEPARTMENT OF FAMILY AND CONSUMER SCIENCES
FACULTY OF HUMAN ECOLOGY
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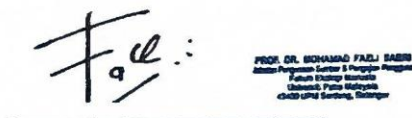
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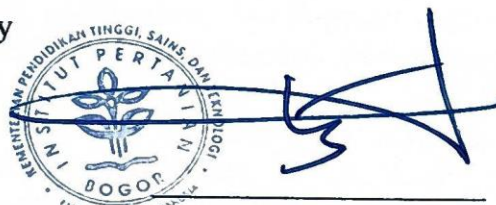


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