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The Influence of Attitudes on Environmental Activism Content on Social Media on the Desire to Support Environmental Issue Content

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ABSTRACT

Now that we have entered an era of technological progress, a lot of social activism has started to take place on social media. There has been a lot of research discussing environmental activism that takes place on various social media. This research focuses on a person's attitude towards the circulation of environmental issues on social media. Attitude variables are taken from the TPB. Previous research examined all components of the TPB. However, this research only discusses attitudes that will have an influence. Apart from that, this research also discusses how a person's attitude after being exposed to environmental issue content can influence the desire to like the upload, donate, and volunteer. Research data was obtained using a precise quantitative method, namely by taking free samples. This method is carried out by distributing questionnaires on social media to make it easier for researchers to obtain samples that meet the criteria. Then the data obtained from distributing the questionnaires was analyzed using the SmartPLS and SPSS applications. From the results obtained, there is a positive relationship and significant influence between the predictor variables and the independent variables. This means that there really is an interplay between attitudes towards the content of environmental activism and the specified desires. Environmental activism content on social media is received positively by every individual. This is what makes them increasingly want to like environmental issue content, donate money and volunteer.

Keywords: social media activism; environment; volunteer; donation

INTRODUCTION

The influence that is the main driver of the rapid reduction in biodiversity throughout the world is human activity. (Maxwell et al. 2016) Understanding the relationship between nature

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and humans is very important for developing effective conservation strategies that can overcome the biodiversity crisis and improve human welfare (Bennett et al., 2017; Venter et al., 2016). Therefore, innovative and effective methods are needed to collect data related to humans, the environment and their interactions (Toivonen et al., 2019).

In this era of technological progress, people have widely used social media as a source of information related to environmental issues (Cheung et al., 2015). With this, researchers began to examine how the role of environmental activism content can influence a person's behavior. Motivated by research from political science which shows how the role of social media can support political activism (Boulianne, 2015; Masías et al., 2018), a number of previous researchers have suggested using social media to raise awareness and encourage community involvement in environmental issues (Pearson et al. ., 2016). To increase public engagement with environmental issues on social media, environmental organizations and environmental practitioners need to gain more in-depth knowledge of the behavioral factors that influence environmental social media (Bolton et al., 2013). This is in contrast to other environmental behaviors such as volunteering and donating money. There is little theoretical and empirical research on the psychological determinants of social media behavior in general and environmental social media behavior in particular (Büscher, 2016; Cihon & Yasseri, 2016).

Wallace et al. (2017) stated that attitude can play an important role as a predictor variable for the desire to like the environment on social media, donate money, and volunteer. Attitudes reflect an individual's beliefs, values, and evaluation of a particular issue or behavior. Positive attitudes towards environmental issues tend to lead to a desire to like the environment on social media, as individuals can express their support and interest in environmentally friendly activities, movements or organizations. Likewise, positive attitudes toward social and philanthropic activities can influence individuals' willingness to donate money and volunteer their time. Therefore, it is reasonable to assume that positive attitudes toward the environment, social activities, or philanthropy may have a positive impact on the desire to like the environment on social media, donate money, and volunteer.

In addition, according to (Brandtzaeg & Haugstveit, 2014), attitude can play an important role as a predictor variable for the desire to like the environment on social media, donate money, and volunteer. Attitudes reflect an individual's beliefs, values, and evaluation of a particular issue or behavior. Positive attitudes toward the environment, social causes, or

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philanthropy tend to be associated with higher environmental liking on social media platforms, as individuals may express their support and interest in environmentally friendly activities, movements, or organizations. Likewise, positive attitudes toward social and philanthropic activities can influence an individual's desires. Individuals with positive attitudes toward these activities are more likely to feel the motivation and willingness to contribute financially or offer their time and skills to support environmental or social causes. Therefore, it is reasonable to assume that attitude can serve as a predictor variable for the desire to like the environment on social media, donate money, and volunteer.

H1: Attitude will be a predictor variable for the desire to like the environment on social media as well as donate money and volunteer.

According to Boulianne (2023), the journal article highlighted a positive correlation between the desire to like the environment on social media, monetary donations, and volunteering. This study examines the use of social media platforms (such as Facebook, Instagram, and Twitter) as a means to build relationships between individuals and nonprofit organizations. These findings show significant positive correlations across all social media platforms considered. Individuals who express a desire to like the environment on social media platforms are more likely to engage in monetary donations and volunteer activities. This suggests that individuals who actively support environmental movements on social media are also likely to donate their resources and time to those movements. The study acknowledges that Facebook, in particular, plays a slightly larger role in facilitating these connections and activities. This may be due to the overall popularity of the platform.

Likewise, Minton (2012) emphasized the positive correlation between the desire to love the environment on social media, monetary donations, and volunteering. This research focuses on understanding sustainable thinking and behavior, particularly in the realm of social media and cross-cultural contexts. emphasized the positive correlation between the desire to like the environment on social media, monetary donations, and volunteering. This research focuses on understanding sustainable thinking and behavior, particularly in the realm of social media and cross-cultural contexts. However, this study revealed some variations among countries. In the United States and Germany, engagement motives were also positively correlated with

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antimaterialistic views and organic food purchases. South Korea, characterized as a collectivist society, shows the highest levels of social media engagement and sustainable behavior, except when it comes to recycling, where Germany leads.

H2: The desire to like the environment on social media, monetary donations, and volunteering are positively correlated with each other.

According to Saxton and Wang (2014), individuals who express a desire to favor the environment on social media platforms are more likely to engage in monetary donations and volunteer activities to support environmental causes. Positive attitudes and concern for the environment often encourage individuals to express their support through liking environmental content on social media. This desire to like the environment reflects their interest in environmentally friendly activities, organizations and movements. These positive attitudes and desires can then be translated into action, including monetary donations and volunteer efforts. Furthermore, individuals who actively support and interact with environmental content are more likely to develop a stronger connection and sense of responsibility to the cause. These relationships, in turn, motivate them to contribute their resources, both financial and personal, to support the cause through donations and volunteer work.

H3: The desire to donate money and volunteer are more strongly correlated with each other than the desire to like the environment on social media.

According to Song et al. (2016) desire to like the environment on social media can be a positive predictor for desire to volunteer, but was not explicitly mentioned for desire to donate money. This research focuses on exploring the potential of utilizing social media data to automatically identify individuals who are likely to volunteer. This research proposes a scheme that predicts users' volunteering tendencies based on user-generated content collected from various social networks. This study addresses the schema's ability to accurately predict users' volunteering tendencies based on social media data. This research also explores the generalizability and extensibility of the schema, indicating its potential applicability in a variety of person-centered contexts. Although this research emphasizes the positive correlation

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between desire to like the environment on social media and desire to volunteer, it does not explicitly address the relationship between desire to like the environment and desire to donate money. Further research is needed to specifically examine the relationship between these variables and determine the extent to which the desire to like the environment on social media influences the desire to donate money.

H4: The desire to like the environment on social media will be a positive predictor for the desire to volunteer, but not for the desire to donate money.

Therefore, the urgency of this research lies in the increasing prominence of social media as a platform for expressing support and involvement towards environmental and social issues. Since individuals' attitudes play an important role in shaping their willingness to engage in environmental social media, monetary donations, and volunteering, understanding the relationship between these variables is critical. The problem formulation centers on identifying the predictive nature of attitudes toward the desire to like environmental issues on social media, donate money, and volunteer. In doing so, researchers can gain insight into individual motivations and behavior related to environmental and social goals. Apart from that, previous journals used past behavior as variable Z. Meanwhile, in this study only used variables X and Y.

RESEARCH METHODS

This research uses quantitative methods with a descriptive approach. Quantitative methods focus on measuring variables, testing hypotheses, and explaining relationships. A descriptive approach can provide a detailed description of research related to events, practices, groups, situations, beliefs and social behavior (Scharrer & Ramasubramanian, 2021)

Scharrer and Ramasubramanian (2021) state the population as the entire research subject involving all potential candidates, including individuals and texts, which are the focus of the researcher's research. The population in this research are students who actively use social media and live on the island of Java. This population determination takes into account data from the Research Association of Internet Service Providers (APJII) which states that the majority of internet penetration in Indonesia is on the island of Java with a percentage of 56.4% from 2019

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to the second quarter of 2020 and the context of this research focuses on environmental activism. In this research, there is no sample frame included because the sampling technique used is a non-probability technique.

It is important to ensure that research conducted on selected samples can fairly accurately reflect the entire population (Scharrer & Ramasubramanian, 2021), so the sample size was calculated using a calculator on the SurveyMonkey website. Based on calculations by SurveyMonkey with a population of 9,544,913 students on the island of Java (Central Statistics Agency, 2022), with a confidence level of 95% and a margin of error of 5%, a sample size of 385 students was obtained. However, in this study, researchers took a sample of 512 people.

The sampling technique in this research used a free sampling technique or convenience sampling. The convenience sampling method uses a sample of people who are easiest to reach or want to participate in research (Crano et al., 2023). Data was collected online by distributing questionnaires via Google Form. Researchers chose to collect data online because the population to be studied actively uses social media so it is easier to reach. Using questionnaires is also considered more efficient because the results can be processed immediately using applications and programs that are easy to use, and without significant costs. The convenience sampling method in this research was applied by distributing questionnaires via Instagram stories, contacting known individuals who met the population criteria directly, distributing them to class group chats, and distributing questionnaires via autobase on Twitter.

The questionnaire results data were then processed using SmartPLS 4 and SPSS. In SmartPLS 4, researchers will test CFA (Confirmatory Factor Analysis) for CFA to ensure the discriminant validity of the scales. For this step, the researcher calculates a one-factor model with all indicators of the variables being measured. In SPSS, researchers will carry out reliability and validity tests, normality, linear regression, ANOVAs and t-tests. The test refers to the reference journal that the researcher chose.

FINDINGS AND DISCUSSION

Findings

Kline (2016) recommends evaluating model fit by combining the fit indices of the Root Mean Square Error of Approximation (RMSEA), the Bentler comparative fit index (CFI), and the Standardized Root Mean square Residual (SRMR). Therefore, we assessed good model fit

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in our study with RMSEA below or equal to 0.05, CFI above or equal to 0.95, and SRMR below or equal to 0.05. Based on these criteria, CFA estimation from the theoretical model produces an RMSEA of more than 0.08, which means the model is less fit for use, namely 0.109. Just like SRMR which has a value of more than 0.08, which means the model has not reached marginal fit, namely 0.148. Meanwhile, the CFI value has reached more than 0.9, which means the model is quite fit based on the CFI. Researchers also estimate similar models based on correlations between variables to check whether other factor solutions might better fit the data.

Table 1. CFA calculation results

	Estimated model
RMSEA	0.109
SRMR	0.148
CFI	0.926
AIC	412,448
BIC	526,883

Source: Researcher, 2023

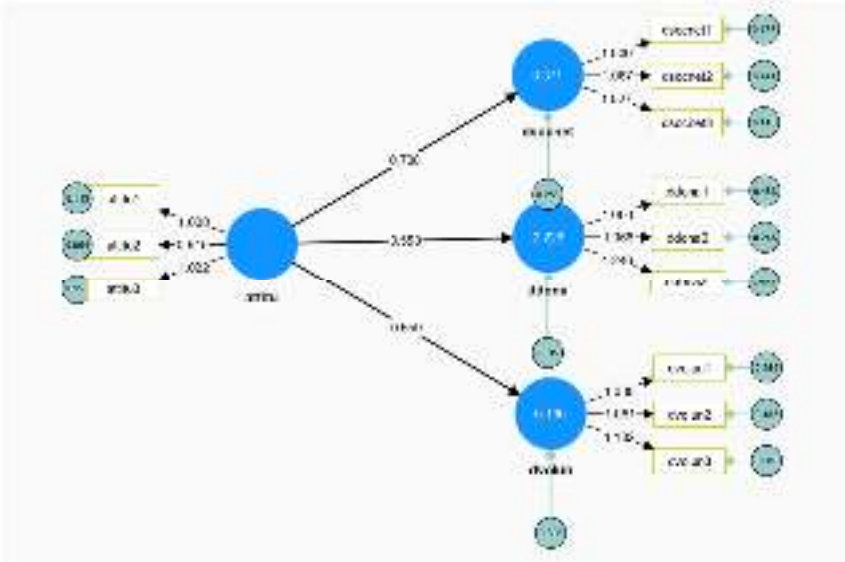

Figure 1. CB-SEM calculation results

Source: Researcher Document, 2023

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Researchers found several bivariate tests between the independent variable and the dependent variable. The validity test results from testing the variables attitude protection, desire social network, desire donation, and desire volunteer stated that the results were valid because the Pearson correlation value was > 0.5. In this test, attitude is variable X. Meanwhile, desire social network, desire donation, and desire volunteer are variables Y1, Y2, and Y3.Model 1 is the result of research regarding the correlation test on variable For the results of model 2 research, regarding the correlation test on variable . In the results of model 3 research, regarding the correlation test on variable . Each model has the same predictor, namely attitude. The results of the ANOVA test state that there is a joint significant influence between variable X on variable Y1 with a significant value of 0.000 < 0.05. This is the same as the test carried out on variables X with Y2 and variables X with Y3.

Table 2. Correlation test results

Model	R	R Square	Adjusted R Squared	Std. error of estimate
1	.517a	,267	,266	1.77652
2	.380a	.144	.143	2.12667
3	.344a	.118	.117	2.21074

Source: Researcher, 2023

Model 1 is a regression test and t test on variable X against Y1. The results of the regression test and t test in table 3 in model 1 state that there is a positive relationship with the significant influence between variable X on variable Y1, where the significant value is 0.000 < 0.05. Model 2 is a regression test and t test on variable X against Y2. Meanwhile, model 3 is a regression test and t test on variable X against Y3. Models 2 and 3 both state a positive relationship like model 1. Where the significant value is 0.000 <0.05. In this test, the dependent variables are variables Y1, Y2, and Y3.

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Table 3.Simple regression test and variable t test

Model		Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.
		B	Std. error			
1	(constant)	4,475	,619		7,227	,000
	T. AP	,616	,045	,517	13,633	,000
2	(constant)	4,759	,741		6,421	,000
	T. AP	,501	,054	,380	9,269	,000
3	(constant)	5,824	,771		7,559	,000
	T. AP	,465	,056	,344	8,277	,000

Source: Researcher Process, 2023

Discussion

This research examines the influence of attitudes towards environmental activism content on the desire to support environmental issue content. This support includes liking posts on environmental issues, making monetary donations, and volunteering. In this digital era, social media has an increasingly significant role in shaping public opinions and attitudes towards environmental issues. Environmental activism on social media is often an important tool for voicing environmental problems and inviting people to participate in efforts to preserve the earth. In this context, individuals' attitudes toward environmental activism content on social media can have a profound influence on their willingness to support environmental issues. This article will discuss the factors that influence individual attitudes towards environmental activism content on social media and their impact on the desire to support environmental issues.

Individual attitudes towards environmental activism content on social media are often influenced by their level of environmental awareness. Individuals who have a high level of environmental awareness tend to be more positive towards content that raises environmental issues. They can be more easily influenced and encouraged to support environmental conservation initiatives. The influence of attitudes is also influenced by the credibility of the information source. Environmental activism content that comes from sources that are considered credible and trustworthy is more likely to gain support. Social media users tend to

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be more positive towards content presented by environmental organizations that are well known or have a good track record in environmental advocacy.

Content that has emotional appeal is often more effective in influencing individual attitudes. Content that touches the heart, touches feelings, or generates empathy for environmental problems can create a more positive attitude. When individuals are emotionally engaged with environmental issues, they are more likely to support and participate in conservation efforts. An individual's social environment, especially the influence of friends and family, also plays an important role in shaping attitudes towards environmental activism content on social media. If someone is in an environment that supports environmental issues, they are more likely to adopt a positive attitude and support those issues.

Environmental activism on social media is not a new phenomenon, but is increasingly taking center stage as global awareness of environmental issues increases. Content that addresses issues such as climate change, deforestation and sustainability has increasingly dominated social media platforms. Therefore, it is important to understand how individuals' attitudes towards environmental activism content on social media can shape their desire to support these issues in real action. Previous theory and research shows that an individual's attitude towards an issue can be a trigger for action. In this context, attitudetowards environmental activism content on social media can be seen as an early indicator of a person's tendency to support concrete environmental issues.

This research provides an in-depth look at the influence of individuals' attitudes towards environmental activism content on social media on their desire to support environmental issues. In an era where social media plays a key role in shaping public opinion, understanding how attitudes transform into real support can be key to increasing awareness and participation in environmental conservation efforts. The implications of these findings can be used to develop further strategies for designing effective environmental activism campaigns and mobilizing greater support for pressing environmental issues.

CONCLUSION

The research results show that individuals who have a positive attitude towards environmental activism content on social media are more likely to take online supportive actions by "liking" posts related to environmental issues. This simple action creates a domino

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effect, expanding the reach of environmental issues and motivating further participation. Furthermore, the findings highlight that a positive attitude also influences the desire to donate money. This financial support is a form of concrete contribution to organizations or initiatives committed to environmental conservation. Individuals' positive attitudes, which develop through interaction with environmental activism content, encourage them to realize these desires through concrete actions. The research results also show that positive attitudes towards environmental activism on social media can lead to direct participation in volunteer activities. Individuals who are actively involved in voicing their support online tend to have a greater desire to be involved in projects or initiatives that support sustainability and nature conservation. While these findings provide valuable insights, there are challenges to be aware of, such as the importance of distinguishing between authentic activism content and greenwashing efforts. In addition, there needs to be a balance in presenting environmental content on social media to avoid potential negative impacts, such as eco-anxiety. In conclusion, this research highlights how positive attitudes toward environmental activism content on social media can stimulate individuals' desire to support environmental issues through online actions, financial donations, and voluntary participation. Using technology responsibly and ethically can play a key role in shaping positive behavior that supports environmental conservation in the digital era.

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