

## THE INFLUENCE OF YOUTUBE CONTENT ANDREW KALAWEIT ON ENVIRONMENTAL AWARENESS AMONG GENERATION Z

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### *Abstract*

*Currently, it is undeniable that social media is being enjoyed by people of all age groups, including Gen Z, on an almost hourly and even minute basis. Social media serves as a platform for individuals to interact with others, creating, sharing, exchanging, and modifying ideas through virtual communication. In Indonesia, YouTube has become a popular and favored social media platform. One of the YouTube accounts that has gained significant popularity is Andrew Kalaweit's account. Andrew Kalaweit is a Youtuber who focuses on nature conservation and has become an influential figure in this field. This research adopts a descriptive quantitative methodology with a positivism paradigm. The sampling method used in this study is non-probability sampling technique and purposive sampling method. The purpose of this research is to examine the impact of Andrew Kalaweit's YouTube content on the environmental care attitudes of Generation Z. The results of the simple linear regression analysis indicate that  $Y = 12.617 + 0.794X$ , with a significance value of 0.000, based on the findings of the conducted research. This study demonstrates that Andrew Kalaweit's YouTube account has a positive influence on the environmental care attitudes of Gen Z.*

**Keywords:** *Broadcasting, Generation Z, Social Media, Environmental Awareness, YouTube*

### 1. INTRODUCTION

The rise of social media has had a profound impact on the advancement of information and communication technology, offering a wide range of services. Social media has revolutionized interpersonal communication within society, influencing various aspects of social interaction. It has transitioned communication from traditional or analog methods to a fully digital model, enhancing the efficiency and convenience of communication. Social media serves as a platform that centers around user participation, enabling them to engage in activities and collaborations (Juditha, 2017). Therefore, social media can be seen as an online medium (facilitator) that strengthens relationships between users as well as a social bond.

In today's era, the topic of social media seems to be never-ending. It is undeniable that there are numerous social media platforms that have gained immense popularity among the younger generation, including Instagram, WhatsApp, Line, Facebook, and YouTube, among others. These digital platforms have significantly enhanced the creativity of Indonesian individuals. For instance, YouTube has become a hub for content creators who strive to captivate public interest through their innovative videos. With a vast global following, YouTube has emerged as one of the most popular media platforms, second only to Facebook. Consequently, many content creators now utilize this platform to express their unique ideas and showcase their creativity (Ipada et al., 2023). Nowadays, numerous content creators leverage this media platform to showcase their thoughts and innovation (Pratama & Hermanu, 2023).

YouTube serves as a platform for individuals from all walks of life to freely distribute diverse video content on the internet. Over the past few years, advancements in technology and the internet have revolutionized the manner in which people engage with and distribute media content. However, it is important to note that not all transformations have been detrimental; there have also been advantageous developments, such as the seamless dissemination of information (Widiasanty, 2022).

Andrew Kalaweit's content falls into the category of nature-related content, Andrew Kalaweit's YouTube channel often covers his life in the middle of the forest in Kalimantan. Not infrequently Andrew Kalaweit's content appears on the list of trending topics in Indonesia, the video also succeeded in making the audience interested in knowing more about Andrew's daily life in the forest, such as the content entitled "24 Hours In The Middle Of A Jungle Alone" this content received a lot of attention from the audience, this content tells the experience of Andrew Kalaweit who stayed / camped in the Kalimantan forest for 24 hours alone without contact with anyone and only accompanied by his pet dog named Puma. In this content, Andrew Kalaweit tells about the life in the Kalimantan forest and also Andrew Kalaweit tells about how to preserve the forest environment, for example inviting the audience, especially Gen Z, to always clean up scattered garbage. Furthermore, the content that gets a lot of attention is also the content entitled "*Nanam sayur di kebun Mama*". The content tells the story of Andrew Kalaweit who wants to help his mother garden, in the content Andrew plants many vegetables such as bitter melon, beans, corn and there are also fruits such as strawberries. In the content, Andrew also invites the audience, especially Generation Z, to care about the environment such as preserving it. Preserving the environment is one of the mandatory tasks for every human being this is done to maintain the survival of humans, animals, and plants (Ipada et al., 2023).

The media's attention towards Andrew extends to his commendable efforts in preserving and nurturing the environment. What also captures interest is Andrew's remarkable environmental awareness, surpassing that of his peers despite being only 19 years old. His subscribers have provided a range of feedback, encompassing both positive and negative criticism. However, the majority of the criticism he receives is positive. For instance, one example of positive feedback highlights the potential impact of his content in shaping the mindset of Generation Z, fostering a love for nature and a sensitivity towards environmental care. Moreover, it emphasizes the importance of appreciating and preserving nature, refraining from any form of destruction or littering. At the time of conducting this research, Andrew Kalaweit's YouTube channel boasted an impressive 2.17 million subscribers.

Attitudes are evaluative actions or statements in response to an object or event. Meanwhile, caring is an act of partiality towards an object or event. According to Narut & Nardi, (2019), Environmental care is an attitude and action that always seeks to prevent damage to the surrounding natural environment, in addition to developing efforts to repair natural damage that has occurred. Furthermore Narut & Nardi, (2019) explained, environmental care is an attitude and action that always seeks to prevent damage to the surrounding natural environment, and develops efforts to repair natural damage that has occurred. So, it can be concluded, caring for the environment is an act or statement that shows partiality for environmental sustainability.

Generation Z is the next generation of the millennial generation according to Fister Gale (2016). Generation Z is the next generation of the millennial generation according

to Lubis & Dasopang (2020). This opinion shows that the age of generation Z is currently between 9 - 24, meaning that students at the elementary school level are currently part of generation Z. Generation Z has an attachment to the world of technology or they are often referred to as the e-generation or internet generation and digital generation or digital generation (F.J. & y FernándezDíaz, 2016). This opinion shows that the daily life of generation Z is inseparable from technology in the form of using the internet or the digital world. Generation Z is able to apply all activities at one time. running social media via android / cellphone, opening a browser with a PC, listening to music using a headset. Since childhood generation Z has been introduced to technology in the end they will depend on technology and this can affect the development of behavior. This research discusses and describes various research results that have been conducted previously. The first research was conducted by Ipada et al (2023) with the title “*Pengaruh Konten Youtube Fiersa Besari Atap Negeri terhadap Sikap Mahasiswa Pecinta Alam dalam Melestarikan Lingkungan*”. In this study using a quantitative method approach with sampling techniques using probability sampling with random sampling techniques.

This study concluded that there was a positive influence as evidenced by the results of the correlation analysis test and hypothesis testing with non-parametric statistics using Spearman's rank, with a significance value of 0.003 which means  $<0.05$ , so  $H_0$  is rejected and  $H_a$  is accepted. The second research was conducted by Saputra (2022) with the Journal “*Pengaruh Konten Youtube Picky Picks terhadap Sikap Mahasiswa KPI UIN Imam Bonjol Padang*”. The research method in this study uses explanative correlation research with a quantitative approach. The results showed that the influence of Youtube Picky picks content had a big effect on the attitude of KPI students at UIN Imam Bonjol Padang Class of 2016-2018. This is indicated by the significance value (partial) cognitive, affective and conative is 0.000  $<0.05$ , meaning that the independent variable has a significant effect on the dependent variable.

Based on the description above, the purpose of this study is to determine the influence and magnitude of the influence of Andrew Kalaweit's YouTube content on Environmental Care Attitudes among Generation Z. The benefits of this research are: The general benefit of this research for the general public is to provide knowledge about the importance of protecting and preserving the environment and nature in Indonesia. Practical benefits are useful for writers, adding knowledge in creating YouTube content, and also helping a writer to come up with creative ideas in creating YouTube content that is easily understood by the wider community. As well as the academic benefits in this study, namely increasing Generation Z's knowledge about how to raise awareness of concern for forests in Indonesia.

## **2. LITERATURE REVIEW**

### **2.1. Social Media**

Social media, "a group of internet-based applications that build on the ideology and technology of Web 2.0, enabling the creation and exchange of user-generated content". Instagram media is one of the media that is very instrumental in the lives of the younger generation to date (Ramadhani & Hadi, 2023).

According to Febriansyah (2020) various social media can be a medium for someone to communicate, discuss, and even gain popularity on social media. According to Juditha (2017) social media itself is a media platform that focuses on the existence

of users who facilitate them in doing activities and collaborating. Therefore, social media can be seen as an online medium (facilitator) that strengthens relationships between users as well as a social bond. Meanwhile, according to Juditha (2017) defines social media as media where users easily participate in it, share and create messages, including blogs, social networks, online wikis/encyclopedias, virtual forums, including virtual worlds (with 3D avatars/characters).

## **2.2. YouTube**

YouTube is a platform that has emerged as an important answer for individuals to perform self-presentation, as well as to understand and provide experiences using themselves as subjects (Fatimah & Hadi, 2022). Since its launch, YouTube has received positive feedback from people around the world. Especially those who have a hobby in video making. Many users have started producing their own videos in the form of vlogs (video blogs) or short films and documentaries. Because it costs nothing to upload their videos, YouTube has become one of the main destinations for hobbyists to upload their work. According to Purnama & Putri, (2019) YouTube is a website used to watch, share and search online videos from all over the world. This also makes YouTube accessible to anyone, anywhere, anytime, easily.

According to Rohman & Husna (2017), YouTube is a video sharing community which means that users can upload and view uploads from other users available in any web browser. Videos available on YouTube can also be in the form of tutorials, entertainment, and many other categories.

## **2.3. Content**

Content is the subject, type, or unit of digital information. Content can be text, images, graphics, video, sound, documents, reports, and others. In other words, content is anything that can be managed in electronic format (Mahmudah & Rahayu, 2020). Further, Mahmudah & Rahayu (2020) emphasize one definition of content is "the articles or parts contained in a magazine or book". Content has meaning:

- a. The text of a document or publication in any form. Content is information and communication: the sum total of the freshness, readability, relevance, and usefulness of the information presented, and the way it is presented.
- b. The essence of the message or discourse communicated, as understood or received by the intended audience.
- c. The glue 'that makes the website' sticky keeps visitors coming back, and keeps them from leaving.

From the above understanding, it can be concluded that content is a variety of formats and information presented through the media, especially new media, in the form of writing, images, sound (audio), or video. Content is a form of information that is packaged digitally and shared freely on the internet media. The variety of content can be seen from its form in the form of text, graphics, video, audio, documents, and others. According to Mahmudah & Rahayu, (2020) content is included in the category of units or types of digital information. This shows that content is anything that can be managed in electronic or digital form or format (Ibrahim & Irawan, 2021).

According to Pratama & Hermanu (2023) the dimensions of the content itself consist of:

- a. Credibility, a trait or characteristic that shows the extent to which a person, institution, or source of information can be trusted.
- b. Attractiveness, is an influence on the interest of content that is made interesting.
- c. Communicator Ability, communicator ability includes skills in delivering messages effectively and understanding the response of the audience.

#### **2.4. Environmental Care Attitude**

Attitudes are evaluative actions or statements in response to an object or event. Meanwhile, caring is an act of partiality towards an object or event (Narut & Nardi, 2019). Environmental care is a mindset and behavior that consistently aims to avoid harm to the surrounding natural environment, while also striving to rectify any existing damage. It can be inferred that an attitude of environmental care reflects a preference for promoting environmental sustainability.

An attitude towards environmental care should be constructed upon three fundamental elements of the attitude itself. These three crucial elements are as follows:

- a. The cognitive (awareness) element, which pertains to beliefs, ideas, and concepts.
- b. The affective (feeling) element, which encompasses the emotional aspects of an individual.
- c. The behavioral (action) element, which represents the inclination to act.

Thus, an attitude of environmental care is a behavior that arises based on awareness and feelings towards environmental sustainability.

#### **2.5. Generation Z**

According to Fister Gale (2016) Generation Z is the generation after the Millennial Generation, this generation is a transitional generation of the Millennial Generation with growing technology. They are accustomed to various forms of gadgets and applications. This can affect the development of individual behavior and personality. Besides the advantages of Generation Z, there are weaknesses, for example, they are usually less skilled in verbal communication, including being descendants of Generation X and Millennials (Lubis & Dasopang, 2020). Generation Z is the next generation of the millennial generation (Lubis & Dasopang, 2020). In terms of the period of birth, generation Z is an individual who was born in the range of 1995 - 2010. This opinion shows that the age of generation Z at this time is between 9 - 24, meaning that students at the elementary school level are currently part of generation Z. This means that generation Z is able to apply all activities in a single day.

Generation Z is able to apply all activities at one time. running social media via android / cellphone, opening a browser with a PC, listening to music using a headset. Since childhood generation Z has been introduced to technology, they will eventually depend on technology and this can have an effect. They prefer to communicate through cyberspace and social media rather than spending time face-to-face with others (Sitompul et al., 2021).

## 2.6. Conceptual Framework

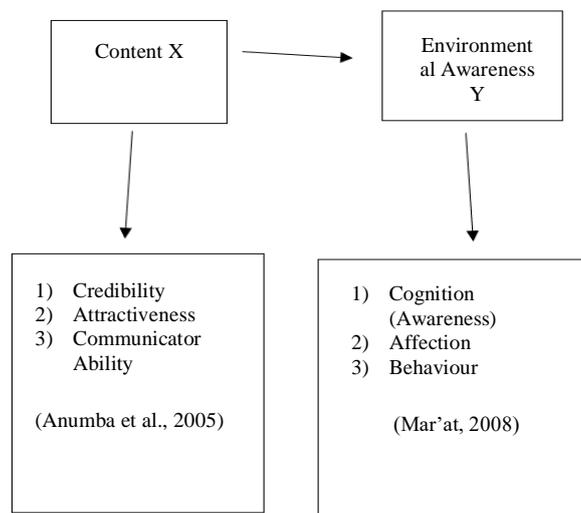


Figure 1. Conceptual Framework

With reference to literature sources and previous research, the hypotheses proposed in this study are:

**Ho:** There is no influence of Andrew Kalaweit's YouTube content on environmental awareness among Generation Z.

**Ha:** The influence of Andrew Kalaweit's YouTube content on environmental awareness among Generation Z.

## 3. RESEARCH METHOD

Survey research method is a quantitative research method used to obtain data that occurs in the past or present, about beliefs, opinions, characteristics, behavior, variable relationships and to test several hypotheses about sociological and psychological variables from samples taken from certain populations, data collection techniques with observations (interviews or questionnaires) that are not in-depth, and research results tend to be generalized (Putra & Patmaningrum, 2018). The approach used in determining the process of research results is a descriptive quantitative approach that refers to a method that describes the characteristics of the variables studied with statistical data describe (Ibrahim & Irawan, 2021).

This research uses the positivism paradigm which holds that theories are formed from a set of universal laws that apply. In this approach, the researcher starts with a general causal relationship derived from a general theory. Then, it uses its ideas to improve the explanation of the relationship in a more specialized context (Putra & Patmaningrum, 2018).

### 3.1. Population

Population is not only people, but also objects and natural objects, others. Population is also not just the number of objects / subjects studied, but includes all the

characteristics / properties possessed by the subject or object (Febriansyah, 2020). Based on the explanation above, the population in this study is Gen Z from Andrew Kalaweit's 2.17M subscribers.

### **3.2. Sample**

In quantitative research, the sample is part of the number and characteristics of the population. If the population is large and the researcher is unlikely to study everything in the population due to limited funds, time and energy, the researcher uses a sample taken from the population (Febriansyah, 2020).

Researchers chose to use the Slovin formula in calculating the number of samples needed in this study, because it is already known the number of populations needed for the sample.

$$n = \frac{N}{1 + N(e^2)}$$

Notes:

N	= Number of samples
N	= Total Population
E	= Error rate in sampling (sampling error) 10%.
n	= $N / (1 + (N \times e^2))$
Sample	= $2,170,000 / (1 + (2,170,000 \times 10\%^2))$
Sample	= $2,170,000 / (1 + (2,170,000 \times 0.1^2))$
Sample	= $2,170,000 / (1 + (2,170,000 \times 0.01))$
Sample	= $2,170,000 / (1 + 21,700)$
Sample	= $2,170,000 / 21,701$
Sample	= 99.99

Therefore, applied in the Slovin formula, the number of samples in this study was 99.99 rounded up to 100 respondents. The sampling method in the study used a non-probability sampling technique with a purposive sampling method which is a way of collecting data from respondents who were found by chance (Sugiyono, 2018). Therefore, the sample criteria for this study are:

- a. Follow Andrew Kalaweit's YouTube account.
- b. Generation Z aged 9 - 24 years old.

### **3.3. Data Collection Technique**

In the research carried out, the data collection technique used is the right technique so that the results obtained are valid and reliable in quantitative research with data collection methods, namely: Questionnaire is a series of statements or questions that will be submitted to respondents with the aim of obtaining detailed information on a problem, but respondents do not need to worry about providing answers to these questions (Unaradjan, 2019).

In this study, the Likert scale is addressed to respondents to show their level of agreement or disagreement with a series of questions from a research object. This scale was created by Rensis Likert which has 5 or 7 parts ranging from strongly disagree to strongly agree (Oktavia & Wideasanty, 2022). In this study, the Likert scale is addressed to respondents to show their level of agreement or disagreement with a series of questions

from a research object. This scale was created by Rensis Likert which has 5 or 7 parts ranging from strongly disagree to strongly agree (Oktavia & Widiasanty, 2022).

### 3.4. Validity Test

Validity means a measure of the accuracy of a measure in proving its intended function.

$$r_{xy} = \frac{N\sum xy - (\sum x)(\sum y)}{\sqrt{(N\sum x^2 - (\sum x)^2)(N\sum y^2 - (\sum y)^2)}}$$

Description:

- r xy = Correlation coefficient
- n = Number of samples
- $\sum XY$  = The number of multiplication of variables x and y
- $\sum X$  = Number of x variable values
- $\sum Y$  = Sum of y variable values
- $\sum X^2$  = Sum of the powers of the variable values
- $\sum Y^2$  = Sum of the powers of the y variable values

The validity test is part of the test to measure whether the questionnaire items from each variable are valid or not. Questionnaire items are declared valid if r statistic is greater than r table. Previously, in this validity test, we will start by looking for the r value, in the following way:

$$\begin{aligned}d(f) &= n - 2 \\d(f) &= 100 - 2 \\d(f) &= 98\end{aligned}$$

Description:

- d(f) = Degree of freedom (r table)
- n = Number of respondents

### 3.5. Reliability Test

The reliability test is how many precise measurement results are produced using the same method to produce the same data (Sugiyono, 2018).

$$r_{11} = \left( \frac{n}{n-1} \right) \left( 1 - \frac{\sum \sigma_t^2}{\sigma_t^2} \right)$$

Description:

- R11 = Reliability sought
- N = Number of question items tested
- $\sum at^2$  = Total variance of each item score
- at2 = total variance

### 3.6. Hypothesis Test

The hypothesis in this study is formulated into two forms, namely:

- a. Ho: There is no influence of Andrew Kalaweit's YouTube content on environmental awareness among Generation Z.
- b. Ha: There is an influence of Andrew Kalaweit's YouTube content on the attitude of environmental care among Generation Z (Sugiarto, 2017).

### 3.7. Simple Linear Regression Analysis

According to Sugiyono (2020) simple linear regression is a process in a model where each opportunity must be equal to a straight relationship between the two variables where each variable can influence each other with independent variables and related variables (dependent). The following is a simple linear regression equation:

$$Y = a + bX$$

Description:

- Y = Environmental Care Attitude
- a = Constant
- b = Coefficient of Variable x
- X = Content

## 4. RESULT AND DISCUSSION

### 4.1. Research Result

The questionnaire that has been distributed via Google form to 100 respondents in accordance with the research criteria and processed using SPSS version 29. This research was conducted on 100 people with the majority of respondents, namely male respondents as many as 57 people and women as many as 43 people. With the following criteria:

- a. Follow Andrew Kalaweit's YouTube account.
- b. Generation Z aged 9-24 years old.

#### 4.1.1. Validity and Reliability Tests

**Table 1. Reliability Test Result**

Variable	Grain	Pearson Correlation	R Table (10%)	Description
Content	P1	0.481	0.234	Valid
	P2	0.536	0.234	Valid
	P3	0.628	0.234	Valid
	P4	0.552	0.234	Valid
	P5	0.689	0.234	Valid
	P6	0.686	0.234	Valid
	P7	0.618	0.234	Valid
	P8	0.522	0.234	Valid
	P9	0.701	0.234	Valid

Variable	Grain	Pearson Correlation	R Table (10%)	Description
	P10	0.733	0.234	Valid
	P11	0.571	0.234	Valid
	P12	0.516	0.234	Valid
Environmental stance	P1	0.699	0.234	Valid
	P2	0.615	0.234	Valid
	P3	0.786	0.234	Valid
	P4	0.796	0.234	Valid
	P5	0.539	0.234	Valid
	P6	0.772	0.234	Valid
	P7	0.738	0.234	Valid
	P8	0.761	0.234	Valid
	P9	0.571	0.234	Valid
	P10	0.567	0.234	Valid
	P11	0.729	0.234	Valid
	P12	0.767	0.234	Valid

Table 2. Reliability Test Result

The screenshot displays the SPSS output for a reliability test. The primary result is a Cronbach's Alpha of 0.887, indicating high internal consistency. Below this, a table lists 12 items (P1 through P12) with their respective item-to-total correlations, all of which are above the 0.234 threshold for reliability.

Item	Item-to-Total Correlation
P1	0.699
P2	0.615
P3	0.786
P4	0.796
P5	0.539
P6	0.772
P7	0.738
P8	0.761
P9	0.571
P10	0.567
P11	0.729
P12	0.767

The validity test is useful for testing the questionnaire distributed to respondents and is carried out by comparing the r statistic with the r table using degree of freedom (df) = n-2 with alpha 0.01. If r statistic > r table then the statement items or indicators previously described are said to be valid.

Based on table 1, the value of r table is 0.234. This is determined by n statements totaling 24 statements declared valid. using r statistic 10% where n = 98 (n2), then obtained r table (0.01) = 0.234 and the results of the r statistic above show that each of the r statistics is more than 0.234, which means that all instruments are valid.

#### 4.1.2 Hypothesis Test

**Table 3. Hypothesis Test Results  
Tabel Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	12.617	4.486		2.812	.006
	Konten	.794	.083	.693	9.506	.000

a. Dependent Variable: Sikap Peduli Lingkungan

Based on table 2, the t statistic is 9,506, the significance value is 0.000. the significance value of 0.000 < 0.05 and it can be concluded that H<sub>0</sub> is rejected and H<sub>a</sub> is accepted. The data processing results are obtained from the formula as follows: From the data above, the t statistic is 9.506 > 2.364 (t table). If the value of t statistic > t table then H<sub>0</sub> is rejected and H<sub>a</sub> is accepted.

The results of the t table test or commonly referred to as the hypothesis test are results which can be assumed with a valid decision where the significance value is less than 0.05, so that H<sub>0</sub>, namely Andrew Kalaweit's YouTube account has no effect on the attitude of environmental care among Gen Z. which means that the hypothesis is rejected. While the H<sub>a</sub> hypothesis is accepted, which means that Andrew's YouTube account has a positive influence on the attitude of environmental care among Gen Z.

#### 4.1.3. Reliability Test

**Table 4. Reliability Test Results**

Variable	Cronbach's Alpha	Minimum Limit	Description
Content (X)	0.842	0.6	Reliable
Environmental stance (Y)	0.905	0.6	Reliable

Based on table 3, it is declared reliable if the Cronbach's alpha value is more than 0.6, so the results of the reliability test of the Contingent variable (X) are declared reliable with a Cronbach's alpha number of 0.842 and for the Environmental Care Attitude variable (Y) has a result of 0.905, this is reliable because the Cronbach's alpha value is still greater than 0.6.

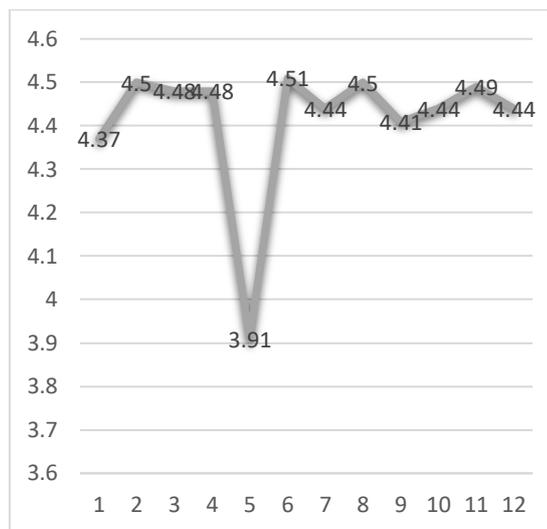


Figure 2. Continuum Graph of Mean Values of YouTube Content Variables

Based on Figure 2, the lowest value is obtained with a score of 3.91 with statement indicator X-5, namely the statement "YouTube Andrew Kalaweit has its own charm". This low assessment illustrates the respondent's disagreement with the statement above. With this low average score, respondents have the opposite view by giving the meaning that Andrew Kalaweit's account has no appeal.

Based on Figure 2, the highest value is obtained with a score of 4.51 with statement indicator X-6 with the statement "Andrew Kalaweit's content has very good video visuals" this explains that respondents strongly agree that Andrew Kalaweit's content provides very good video visuals so that the audience likes the visuals provided.

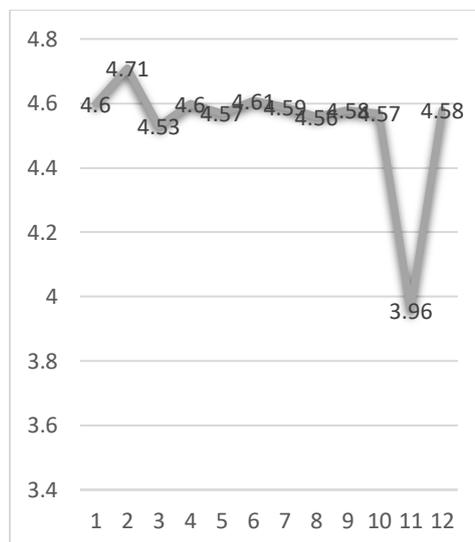


Figure 3. Continuum Graph of Mean Value of the Variable "Environmental Care Attitude"

Based on Figure 3, the lowest score is obtained with a score of 3.96 with the Y-11 statement indicator, namely the statement "In an attitude of environmental care, we

accustom ourselves to preserving the environment". This low assessment illustrates the respondent's disagreement with the statement above. With this low average score, respondents have the opposite view by giving the meaning that an attitude of environmental care does not always make us able to get used to preserving the environment.

The results from Figure 3 also show that the highest value with a score of 4.71 with the Y-2 statement indicator with the statement "my sensitivity to a caring attitude to analyze the surrounding environment" this explains that respondents strongly agree that an attitude of environmental care makes the sensitivity of the respondent's caring attitude to analyze the surrounding environment.

#### 4.1.4. Normality Test

**Table 5. Normality Test Results**

		Unstandardized Residual
N		100
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	1.76481237
Most Extreme Differences	Absolute	.155
	Positive	.155
	Negative	-.106
Test Statistic		.155
Asymp. Sig. (2-tailed) <sup>c</sup>		.050

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

Based on table 4, it shows that the results of the normality test are  $0.50 > 0.05$ , which means that it is normally distributed.

#### 4.1.5. Simple Linear Regression Test

**Table 6. Simple Linear Regression Test Results**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	12.617	4.486		2.812	.006
	Konten	.794	.083	.693	9.506	.000

a. Dependent Variable: Sikap Peduli Lingkungan

Based on table 5, the constant value (a) is 12.617, while the content value (b) is 0.794. From these results, it can be entered into the regression equation as follows:

$$Y = a + bX$$

$$Y = 12,617 + 0,794X$$

The results of the above equation obtained a constant value of 12.617 which means that the consistency value of the environmental care attitude variable is 12.617 and the regression coefficient X is 0.794 which states that adding 1% of YouTube Content value,

the environmental care attitude will increase by 0.794. The regression coefficient is positive so that it can be said that the direction of the influence of YouTube Content (variable X) on environmental care attitudes (variable Y) is positive.

#### 4.1.6. Correlation Test

**Table 7. Correlation Test Results**

		X_Total	Y_Total
X_Total	Pearson Correlation	1	.693**
	Sig. (2-tailed)		.001
	N	100	100
Y_Total	Pearson Correlation	.693**	1
	Sig. (2-tailed)	.001	
	N	100	100

\*\* . Correlation is significant at the 0.01 level (2-tailed).

Source: SPSS version 29

Based on table 7, it shows that between Andrew Kalaweit's Youtube content and environmental care attitudes there is a coefficient of 0.693 with a significant 0.001. This means that there is a positive correlation between Andrew Kalaweit's YouTube content and environmental care attitudes with a strong level of relationship and can be interpreted as strongly correlated. the correlation is significant because the significant value is 0.001 <0.005, which means that there is a significant correlation correlation.

#### 4.1.7. Coefficient of Determination

**Table 8. Test Results of the Coefficient of Determination (R Square)**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.693 <sup>a</sup>	.480	.474	3.67839

a. Predictors: (Constant), Konten

b. Dependent Variable: Sikap Peduli Lingkungan

The coefficient of determination (R square) is defined as the contribution of the influence given by the independent variable (X) to the dependent variable (Y) which is used to predict how much influence the two variables contribute. Based on table 8, it is known that the R Square value is 0.480, which shows that together the YouTube Content variable Andrew Kalaweit has a positive influence on the attitude of environmental care with the strength of the medium category, namely 48%, while the remaining 52% is influenced by other variables.

## 5. CONCLUSION

After conducting research on the influence of Andrew Kalaweit's YouTube content on environmental awareness among Gen Z, several conclusions were reached. First, the majority of respondents responded positively to Andrew Kalaweit's video content, significantly enhancing the perception of his unique content. Second, his YouTube content positively influences environmental awareness and attitudes among Gen Z. Third,

there is a strong relationship between Andrew Kalaweit's YouTube content and environmental care attitudes.

Based on the field data, the research was generally successful. However, the researcher offers the following suggestions for improvement: While the majority of respondents view Andrew Kalaweit's YouTube content favorably, they believe it lacks distinct appeal. Therefore, Andrew Kalaweit should be more innovative and seek collaborations to attract a larger audience. Additionally, many respondents feel that an attitude of environmental care does not necessarily lead to habitual environmental preservation. To address this, Andrew Kalaweit's content could include tutorials on activities such as tree planting and using recyclable products, encouraging his audience to adopt more sustainable practices.

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