

The Impacts of “A Plastic Ocean” Film on The Environmental Care Attitudes of Senior High School Students in Tangerang

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Abstract

This research examines the impacts of “A Plastic Ocean” film on the environmental care attitudes of Senior High School students at SMAN 2 Tangerang. This research proves that the social learning theory is effective to promote a campaign with film, which results in behavioral changes in society. The theory used in this research is Albert Bandura’s social learning theory. This research utilized the positivistic paradigm. This research employed a survey explanatory method and quantitative approach. The population was Senior High school Students at SMAN 2 Tangerang. The sampling utilize a purposive sampling technique to 100 respondents, with a sampling error of 5%. The technique of data analysis utilized a simple regression analysis. The hypothesis how that there is no influence between the content of the “A Plastic Ocean” film on environmental care attitudes on students. High school students are interested in the film, while the attitude of caring for the environment is not influenced by the film.

Article History:

Received 2022-09-18

Accepted 2023-01-31.

Keywords:

Social Learning Theory,
“A Plastic Ocean”
Film, Environmental
Communication,
Environmental Care

Introduction

A Climate change may have a significant impact on water-related disasters and environmental problems in Indonesia. Indonesia is a country where monsoon-related extreme rainfall forecasted to keep increasing (Hijioka et al. IPCC, 2014), and the increase is expected to expose a larger proportion of the population to flooding (Hirabayashi et al., 2013) only a few studies have projected changes in floods on a global scale. None of these studies relied on multiple climate models. A few global studies have started to estimate the exposure to flooding (population in potential inundation areas; (Hirabayashi et al., 2021).

According to the World Health Organization (WHO), waste is something that is not used, not liked or something that is thrown away which comes from human activities and does not turn out by itself. Meanwhile, according to Indonesian Law (UU) Number 18 of 2008 concerning Waste Management, waste is the rest of human daily activities and/or from natural processes in solid form. Due to the increase number of population and activities along the lines, the amount of waste produced every day also increases. The

increase of waste must be accompanied with sustainable waste management starting from the household scale, where households are the main waste producers (Asfar et al., 2020).

Indonesia is the second largest plastic waste contributor in the world, as shown in the following figure (L.Gibson et al., 2017)(Asfar et al., 2020):



Figure 1.1. Indonesia becomes the Second Largest Plastic Waste Contributors in the World (Liputan6.com/Triyasni)(Siregar, n.d.)

The phenomenon of plastic waste depicted in the documentary film, "A Plastic Ocean", shows the reality of marine pollution and the number of plastic wastes entering the ocean, resulted in marine habitat loss, disrupting the food chain, and death of marine animals. The "A Plastic Ocean" film raise awareness of the environment that plastic waste will cause environmental damage in the long term and has a negative impact on living things and health. (Reza, n.d.).

The "A plastic Ocean" film conveys messages about: 1) The struggle of new generation against plastic pollution; 2) The Indonesian Seas; 3) Collaboration with Plastics Industries; 4) The journey from serial to movie; 5) Merger of Investigative Journalism and Popular Culture; 6) The socialization on the Dangers of Plastic (Joselit, 2017).

This younger generation needs to watch this film to learn the struggle of the new generation against plastic pollution. Therefore, this research targets the younger generation, especially high school students who are expected to participate in protecting and preserving the natural environment. Al Azhar Islamic High School, which promotes the natural environment care, aims to educate its students to care about the environment. Also, this school aims to direct the school to become a green school.

Environmental communication is an effort to increase the role of communication science to preserve the environment. The aim is to make the audience aware of protecting the environment through various communication channels (Cerya & Evanita, 2021). Effective communication is needed to ensure that the message in the environmental awareness campaign can reach the targeted audience. Another purpose of environmental communication is to communicate various forms of environmental damage and how to save them (Meisyanti & Rahmawati, 2021).

The latest research findings reveal that the majority of the world's main rivers are polluted, mostly from household and industrial waste. Without proper waste management, pollution from physical, chemical, and organic wastes may threaten the sustainability

of aquatic life. In addition, the large amount of micro and macro plastic in the river contributes to the large amount of plastic waste in sea waters (Gallen, 2020). On the other hand, environmental damage is also supported by climate change. The increase of the earth's surface temperature has reached 0.8 degrees Celsius, or 14-degree Fahrenheit, which resulted in the erratic weather. It is believed that climate change is a result of human behavior due to a lack of awareness of protecting the environment or a lack of understanding regarding the importance of protecting the environment (Haryanto & Prahara, 2019).

Social learning theory implies that the stimulus-response theory is a simple learning principle, where the effect of learning principle is a reaction to a certain stimulus. Thus, one can explain a close relationship between media messages and audience reactions. The main elements of this theory are: (a) a message (stimulus), (b) a receiver (organism), and (c) an effect (response) (McQuail, 2016).

The stimulus-response principle is the basic theory of hypodermic needle, a classic theory about the strong mass media effects. As explained earlier, the hypodermic theory views media coverage as drugs injected into the audience's blood vessels and results in expected reaction (McQuail, 2016); (Bungin & Burhan, 2009); (Mansur et al., 2021).

Allgaier et al., (2020) defines environmental communication as the application of communication approaches, principles, strategies and techniques to environmental governance and protection. In short, environmental communication is an exchange of environmental information, knowledge and even wisdom that leads to mutual understanding between parties. Meanwhile, Cox (2012) defines environmental communication as a study on the way we communicate the environment, the effect of that communication on our perception of the environment, ourselves and our relationship with the environment. Environmental communication is a pragmatic and constitutional vehicle or tool to learn and understand about the environment, including our relationship to the environment.

Environmental communication is a symbolic medium used to construct environmental problems and negotiate different societal responses. The environmental communication not only involves environmental governance, but also includes the study of public opinion and perceptions (Megantari et al., 2020); (Yasir et al., 2020). Furthermore, Lie and Servaes (Servaes & Lie, 2015) classify environmental communication as one of the thematic subdisciplines in the field of development communication and social change that discusses all interactions between humans and the environment. Lie and Servaes add that the environmental communication sub-discipline is generally dominated by the issue of climate change, which has become the main agenda in recent years. In contrast to agricultural extension, environmental communication, especially climate change communication, focuses more on public involvement and opinion and the risks of climate change in question (Servaes & Lie, 2015).

A film facilitates the delivery of messages through moving images, color, and sound. Watching films involve an activity of following a story that contains a message intended by the directors. Film is created when there is a story containing a message delivered to the audience. Film conveys its message through moving images, colors and sound. Because the film covers everything, it is easy for the audience to grasp the content of a film. Basically, films can be grouped into two basic divisions, namely fiction and documentaries. Fictions are films produced based on fictional stories. In general, story films are commercial. They are screened in theaters for generating income from certain ticket price or shown on television with the support of certain advertising sponsors. (Morissan, 2008).

Film is a complex social, psychological, and aesthetic phenomenon consisting of stories and images accompanied by words and music. A film is a multi-dimensional and

complex production. The presence of films is increasingly important now and equal to other media (Sakellari, 2015).

According to Furueth et al. (2020) television and film, and Norway has the worldwide first organization of writers committed to climate action (The Norwegian Writers' Climate Campaign, founded in 2013, film is moving-images, often called a movie. Collectively, a film is often called cinema. Cinema itself derives from the word kinematics or motion. Films are layers of cellulose liquid, commonly known as celluloid in the film industry. The literal meaning of film (cinema) is "cinemathographie" which derives from the word "Cinema" and "tho" which comes from "phytos" (light), and "graphie" which is the same as "graph" (writing or drawing or image). So, a film means painting motion with light. Painting a motion with light requires a special tool, namely a camera.

Documentary films were first created by John Gierson. According to him, a documentary film is a "Creative treatment of actuality, which is a reality that interprets reality". The focal point of a documentary is a fact or event that happened, which is different from a news. A news must contain something with value (Widjanarko, 2017). According to Effendy (2003), as Robert Flaherty stated, documentary films refer to creative works of reality (creative treatment of actuality) in contrast to news films which are recordings of reality.

Documentary films are films that document or represent reality. This means that whatever we record is based on the existing facts, but we can include our thoughts on the issue in its presentation. This refers to previous theories of Stave Blandford, Barry Grant and Jim Hillier. The book "The Film Studies Dictionary" states that documentary films have subjects including people, events, or situations that occur in reality and beyond the cinematic world (Raharjo, 2021).

The procedure of producing television broadcasts is referred to as the Four Stage of Television (Siti Nurfatimah, 2015); (Morissan, 2008). They include: (1) Pre-Production Planning, as the initial process of all future activities, or known as the planning stage, which include: Ideas, Initial research/survey (5w+1h) (library/field research), Synopsis, Follow-up survey (focusing on the problem), Treatment, script Draft, Script, Planning meeting (producer, scriptwriter, director, technical director, audio, engineer, lighting engineering, art director), Casting, Budgeting (producer, line producer, unit manager).

After the initial pre-production stage, there is another pre-production stage. These stages are as follows. The director, the technical director, audio engineer, lighting engineering, and art director conduct location hunting (if the production is carried out outside the studio), camera-blocking test, perform settings and properties (if required imaginative settings). Unit manager takes care of licensing, transportation, accommodation, consumption, casting with the co-director to performs the selection of players, reading (understanding and mastery of the script).

Setup and its rehearsal stages include technical preparations carried out by core members and their colleagues. The setup activities are preparing the equipment that will be used inside and outside the studio purposes, preparing plans for setting lights, microphones, and decoration arrangements. The rehearsals play important roles for switchers, lights, sound engineers, floor directors, cameramen and the program director. Rehearsal is led directly by the production director.

Production stage includes transforming script into auditive form for radio and audio-visual materials for television. The production follows the the script, thus the character of the production is determined by the character of the script. Production characters are determined based on their location. Production is a mix of inside and outside the studio.

Post-production is the final stage of completion, which includes: sound or images editing, inserting graphic or any type of visualization, narration, sound effects and illustrations, evaluate the results of their production.

According to Morissan (2011:363-364), programmers need to decide and focus on what will be used to attract the audience, such as what type of appeal will be used on the film. The next step is to determine the elements that must be included in the program according to the target and appeal. A successful program has elements of conflict, duration, liking, consistency, energy, timing, and trend.

Conflict is an important element in the success of a program, such as conflict of interest or a conflict of characters presented through the characters in television programs. Conflicts will have an impact based on the type of program that has been determined. On the duration element, a program is said to be successful if the program can last as long as possible. Therefore, programs can be divided into durable programs and nondurable programs. The element of liking describes the nature of character building which influences the audience to be sympathetic toward a character. The audience will choose to watch a program that features the main character or the host they like, namely a character who can make the audience feel enjoy to watch.

Consistency regarding themes and character in a program would be considered as a plus point of a program. Consistency helps audience easily remember the program and influence audience to watch the program. Energy is a quality value including the speed of the story and the passion into the story by presenting an image that catches the audience. The energy in a program can be a characteristic and uniqueness, to generate charm to attract the audience. A program that has energy needs to have the following of three things, namely speed of the story, excitement (attraction), and strong visuals. The timing element describes a program that need to be in the right time slot. Trends are an indication of people's interest. Therefore, the producer needs to have awareness of the things that are trending in the community. Programs that are in line with developing trends tend to gain success.

Bloom in Notoatmodjo (2007), classifies this behavior into three domains, such as knowledges, attitudes, and action. (1) Knowledge is a product of conciousness which occurs when someone using their senses toward a certain object. Without knowledge, a person does not have a basis on making decisions and determining actions to deal with the problems at hand. (2) Attitude is a closed reaction or response regarding a stimulus or object. (3) Practice or action is an attitude that has not automatically manifested into an action (overt behavior). According to Rogers, E.M in Notoatmodjo (2003), to change attitude into action, a supporting factor or condition is needed, including facilities and moral support.

Indicators of environmental awaresness toward pollution and waste, (Rifayanti et al., 2019); (Ria et al., 2018) include: (1) Waste treatment (Littering, Throwing into the sea/river/ sewer, Burning, Burrying, Selling to a secondhand collector, disposing to local landfill, Turning into Animal Feed, Turning into compost/fertilizer, Recycle). (2) Waste-Sorting Behaviour (Sorted and Partially used, sorted then thrown away, Not sorted). (3) Reason for not sorting waste (Don't Know that waste must be sorted, Lazy/No time, Useless/No need, No facilities, No rules). (4) Behavior toward used goods (Throw away as garbage, Use for another purpose, Sold away, Give it to someone else). (5) Type of pollution (Water pollution/ groundwater quality, Air pollution, Soil pollution), (6) Efforts to reduce Environmental Pollution (Report the issue to public officer, Scold the person who pollute the environment, Participate in anti-pollution campaign or waste treatment).

There are 3 factors that support a person decision to perform pro-environment behavior, including: a. Being a good citizen by recycling used goods, avoiding the use of aerosol spray cans, purchasing recycled products, voting for political candidates or referendums that support environmental protection, not littering, reducing purchases of products made from single-use plastics. b. Being activists by donating money to environmental care groups, participating in environmental care activities voluntarily, writing environmental issues letters to council members c. Being a healthy consumer by avoiding buying food with chemicals (such as preservatives), buying organically grown products, avoiding buying products made by companies that pollute the environment (Rahman, 2020).

Based on the background of the problem, the research question is: What is the effect of documentary film, "A Plastic Ocean" on high school students awareness and behaviour toward preserving the environment?

Methodology

This research used positivistic paradigm. The method was a survey-based quantitative explanatory. The primary data obtained by questionnaire. In general, population can be determined based on the data sources. According to Burhan Bungin (Bungin, 2005), populations can be divided into limited populations and infinite populations. The limited population is a population that has limited quantitative data sources. In this study, the limited population becomes the subject of research, namely 450 Senior High school students at SMAN 2 Tangerang.

In this study, purposive technique was utilized for sampling. This technique was used in selecting samples specifically based on research objectives. Calculated by using the Slovin formula with an ampling error of 10%, the result is 99.8. and fulfilled up to 100 respondents. The sample of this study was limited to 100 students. The determination of the sample size of 147 respondents was carried out directly and purposely because it was not known precisely from the population. This sampling technique was chosen based on certain considerations.

The researchers also distributed 147 questionnaires. The secondary data were collected from various references, both from books and digital media.

In this study, the data analysis technique was used to test the hypothesis. Hypothesis testing utilized inferential statistical tests with correlation tests and simple regression tests. Quantitative data collected was analyzed, presented and interpreted using descriptive statistics. Statistical Package for Social Sciences (SPSS) version 20 was used to analyze quantitative data into descriptive statistics such as means, standard deviation, frequencies and percentages. For advanced analysis, the study utilized Inferential Statistic, such as Pearson correlation method which evaluated the linear relationship between two continuous variables in the study and linear regression test.

In more detail, the research hypothesis is as follows. Ho: There is no impact of "A Plastic Ocean" film on The Environmental Care characters of High School Students. Ha: There is impacts of "A Plastic Ocean" film on The Environmental Care characters of High School Students.

Results and Discussions

This study collected data by distributing questionnaires using google form to students of

SMAN II Tangerang. The research results from the distribution of the questionnaire are as follows:

Table 1. Opinion "A Plastic Ocean" Film

NO.	Descriptions	Strongly Agree	Agree	Disagree	Strongly Disagree
1.	"A Plastic Ocean" film depicts a whale that dies due to swallowing plastic with of 6 square meters wide, resulting inability to eat and lead to malnourished state	43,5%	51%	1,5%	4%
2	"A Plastic Ocean" film depicts seabirds which is also victims of plastic waste floating in the ocean	43,5%	51%	1,5%	4%
3	"A Plastic Ocean" film depicts a loggerhead turtle who experience difficulty to dive or swim due to gas produces by number of plastics in its stomach.	40,1%	53,1%		
4	"A Plastic Ocean" film starts airing in 2016	40,8%	56,5%		
5	"A Plastic Ocean" film is 100 minutes long	30,6%	61,9%	7,5%	
6	In Indonesia, "A Plastic Ocean" film started to boom in 2018 until now	19%	74,1%		
7	This film features an interesting shooting technique	37,4%	62,6%		
8	This film shows the sea which is full of garbage	42,9%	55,8%	1%	0,3%
9	This film is supported with interesting music and background	29,3%	69,4%	1,3%	
10	This film has consistent program of events on the environmental pollution theme, especially pollution in the sea	42,9%	55,8%	1,3%	
11	This film has consistent program of events on the environmental concept	37,4%	62,6%		
12	This film has consistent program of events on the character of animals and marine life	32,7%	65,3%	2%	
13	This film has a consistent and orderly storyline	32%	66%	2%	
14	This film features marine biota damaged by garbage	42,2%	55,8%	2%	
15	The highlighted theme in this film is about the suffering of marine animals due to plastic pollution	36,1%	60,5%	3,4%	
16	This film starts showing right in time when people are aware of climate change	23,8%	71,4%	4%	0,8%
17	This film starts screening in Indonesia during the increasing trend in environmental pollution cases	24,5%	71,4%	3%	1,1%
18	The trend is the society awareness of the plastic waste effects	29,3%	67,3%	3,4%	
19	This film began to attract Indonesia's citizens due to the rapid growth of plaste waste case	27,2%	67,3%	5,5%	
20	People have started to reduce their use of plastic	21,1%	63,9%	14,3%	0,7%

Most of the respondents expressed their opinion that the "A Plastic Ocean" film tells the suffering of marine life due to plastic waste. The marine biota referred to in this film include whales, loggerhead turtles, and others. The quality of this film is supported by the cinematography technique that can attract the attention of the audience. Respondents also think that the "A Plastic Ocean" film has an influence on the community that plastic waste has a negative effect on the environment, especially pollution in the sea.

Table 2. Waste Treatment

NO.	Descriptions	Yes	Not sure	No
1	Your treatment of garbage and used goods at home is recycling	83%	13,6%	3,4%
2	Your treatment of garbage and used goods at home is by composting	74,1%	14,3%	11,6%
3	Your treatment of garbage and used goods at home is by turning them into pets' food or snacks	32%	22,4%	45,6%
4	Your treatment of garbage and used goods at home is by delivering to waste treatment's officer	81%	14,3%	4,7%
5	Your treatment of garbage and used goods is by selling or giving them to someone	67,3%	27,2%	5,5%
6	Your treatment of garbage and used goods at home is burrying	25,9%	20,4%	53,7%
7	Your treatment of garbage and used goods at home is by burning them	27,2%	19%	53,7%
8	Your treatment of garbage and used goods at home is by throwing away to water body (river, sewer, sea)	10,9%	2%	87,1%
9	Your treatment of garbage and used goods at home is by disposing freely on land (field/land)	10,2%	2%	87,8%

Most of the respondent stated that they treated plastic waste by recycling, and some of them reusing them.

Less than half of the respondents (34%) sorted perishable/organic and non-perishable/inorganic waste, the rests sorted and disposed waste (33%) and did not sort waste before disposal (32.7%).

Half of the respondent stated that the main reason for not sorting waste was facilities unavailability (50.3%), lazy/no time (22.4%). Also, they did not know that waste should be sorted before disposal (14%).

More than half of the respondents stated that they treated used goods by reusing them (such as used clothes, used shoes, tools, etc.) for other purposes (64.6%) or giving them to other people (34%).

More than half of the respondents stated that they were not disturbed by the water quality at home in the past year (63.9%), but some answered that they were disturbed (20.4%). In addition, respondents also did not feel disturbed by air quality conditions (51%), only 25.2% were disturbed. Also, respondents were disturbed by soil quality (70%) and 15% were not bothered by soil quality.

The respondent's awareness for environmental disturbances is shown by reporting or complaining to the authorities (40.1%), the rest are doubtful (38.8%) and 21.1% do not report it. In addition, the respondent takes action to reprimand if there is environmental disturbance (71.4%), the rest are hesitant (23.1%). In addition, respondents act by dealing with environmental disturbances (70.7%) and some are hesitant (23.8%).

Most of the respondents had experienced natural disasters, such as earthquakes, floods, tsunamis, tornadoes in the last year (73.5%) and some answered no (19.7%). Half of the respondents stated that they were not traumatized by the disaster (56.8%), some were traumatized (22.4%) and doubtful (21.8%).

Table 3. The Impact of "A Ocean Plastic" Film

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Moderate	20	13.6	13.6	13.6
	High	127	86.4	86.4	100.0
	Total	147	100.0	100.0	

Some respondents stated that content of "A Plastic Ocean" film had a high impact (86.4%). This shows that "A Plastic Ocean" film attracted the attention of the respondents, especially the attractiveness of the film and its cinematographic elements.

Tabel 4. Environmental Care

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Moderate	94	63.9	63.9	63.9
	High	53	36.1	36.1	100.0
	Total	147	100.0	100.0	

Half of the respondents have moderate environmental awareness (63%) especially regarding waste treatment. High school students still do not have the habit of sorting waste or utilizing the waste.

Table 5. Summary of R Square

	R Square	Adjusted R Square
Duration	0,627	0,625
Energy	0,777	0,776
Likes	0,709	0,707
Conflict	0,284	0,279
Consistency	0,725	0,723
Timing	0,653	0,651
Trend	0,581	0,578

Based on the results of a simple linear regression test, the factor that most influences environmental care in respondents is the energy indicated by 77.6%. This shows that this film gives energy to the community regarding environmental protection. Second, consistency (72.3%) and likes (70.7%) indicate that respondents like the film's content, both the environmental protection content and cinematographic elements, and content consistency in conveying messages about environment awareness. While the lowest is the aspect of conflict (17.9%) which shows that there is no element of conflict in the film.

Table 4. Hypothesis Test

	Original Sample (O)	Average of samples (M)	Standard of Deviation (STDEV)	T Statistic (O/STDEV)	P Values
X -> Y	0,07	0,068	0,093	0,748	0,455
X -> Y1	0,056	0,054	0,074	0,747	0,456
X -> Y2	0,007	0,012	0,023	0,294	0,769
X -> Y3	0,017	0,012	0,025	0,668	0,505
X -> Y4	0,053	0,05	0,07	0,758	0,449
X -> Y5	0,035	0,034	0,047	0,733	0,464
X -> Y6	0,006	0,004	0,011	0,547	0,585
X -> Y7	0,03	0,029	0,04	0,729	0,466
X -> Duration	0,792	0,794	0,033	24,197	0
X -> Energy	0,882	0,884	0,018	48,824	0
X -> Likes	0,842	0,844	0,025	34,085	0
X -> Conflict	0,533	0,541	0,082	6,535	0
X -> Consistency	0,851	0,854	0,021	40,623	0
X -> Timing	0,808	0,811	0,03	27,062	0
X -> Trend	0,762	0,764	0,038	20,212	0
Y -> Y1	0,797	0,798	0,047	16,775	0
Y -> Y2	0,095	0,132	0,144	0,66	0,51
Y -> Y3	0,237	0,23	0,161	1,472	0,142
Y -> Y4	0,757	0,752	0,054	13,961	0
Y -> Y5	0,496	0,502	0,066	7,549	0
Y -> Y6	0,083	0,088	0,074	1,122	0,262
Y -> Y7	0,423	0,423	0,074	5,684	0

Based on the table above, the X variable has no effect on Y because the sig/p value is $0.455 > 0.05$. Respondents are interested in the "A Plastic Ocean" film, but the current concern for the environment is not influenced by the film. The concern for the environment is influenced by other factors which are not examined in this study. This can be seen from the Figure below:

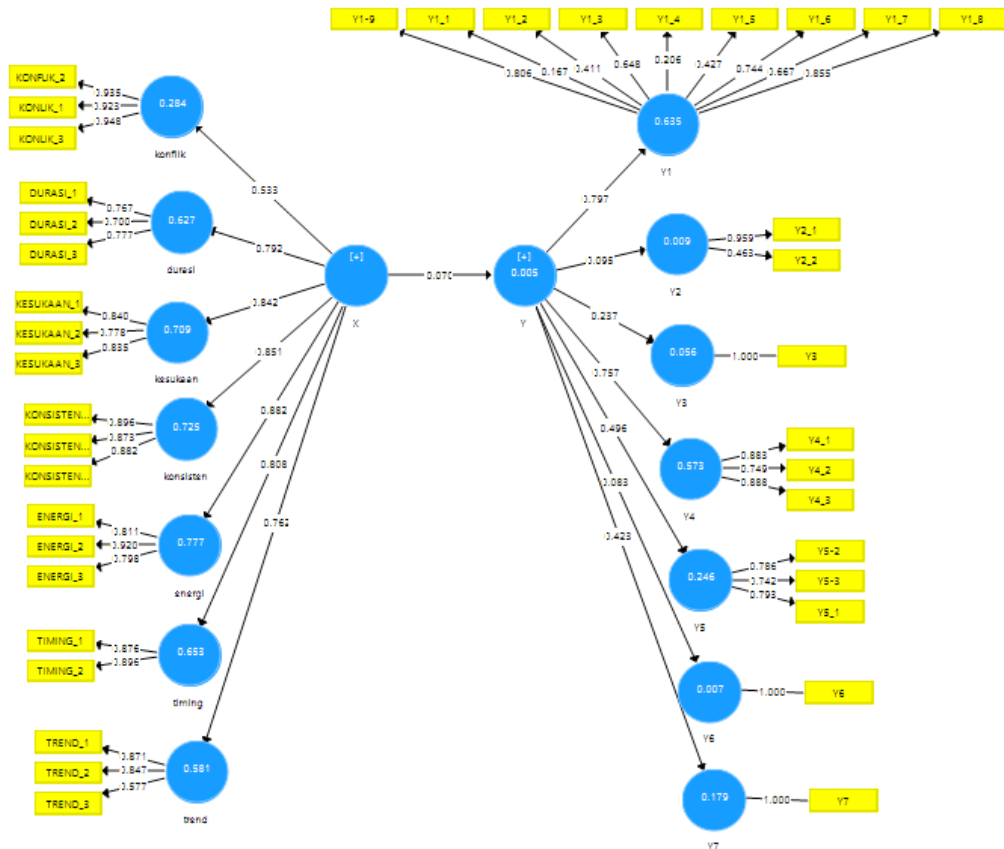


Figure 1. Model Results by PLS SEM

Figure 1 shows that the model is weak because the value of r square for the Y variable is 0.005. This result indicates that the value is weak to continue identifying the model because the model is strong if the r square value of the Y variable > 0.67 .

Discussion

Based on the hypothesis test, there is no influence between the impact of “A Plastic Ocean” film content on environmental care. This shows that high school students are only interested in the elements in the film. While the attitude of caring for the environment is not influenced by the film, but by other elements, for example the habits in their family regarding waste treatment, and their courage to reprimand or report on perpetrators of environmental damage. The results of this study are not in line with research conducted by (Allgaier et al., 2020); (Meisyanti & Rahmawati, 2021); (Akerlof et al., 2021); (Park, 2013) which states that there are many media channels that can be used to educate students on environment awareness, for example, cartoons (Brown & Lindvall, 2019).

Based on testing on each aspect of the film attractiveness, the film contains very few elements of conflict. This shows that student think that the element of conflict is very important to attract the attention of the audience and generate interest in the environment, especially conflicts that occur between environmental destroyers and environmental care groups and the government. The results of this study are in line with research conducted by (Wiswanti & Salsabila, 2020); (Saputra & Anwar, 2019); (Alfathoni et al., 2018); (Szeszak et al., 2016); (Iskandar et al., 2020) which explains the importance of film elements in influencing the behavior of the audience.

Conclusion

Most of the students stated that the "A Plastic Ocean" film was very interesting to watch with all its elements. However, more than half of the respondents turned out to have moderate environmental care, especially in waste treatment.

Based on the results of hypothesis test, H_0 is accepted, and H_a is rejected. This means that there is no influence between the content of the "A Plastic Ocean" film on environmental care on students.

This study provides recommendations and suggestions for education and communication practitioners to provide more visual contents regarding education on how to perform waste treatment in the right way so that the behavior can be directly imitated.

Acknowledgements

This Research is a collaborative study between Universitas Mercu Buana Jakarta and University Utara Malaysia. Thus, we would like to thank the Rector of Universitas Mercu Buana Jakarta and Rector of University Utara Malaysia.

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