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Letter of Acceptance
422/ICEMSS/IX/2025

Title of the Conference : International Conference On Emerging New Media and Social Science

Title of Proceeding : Proceeding of International Conference on Social Science and Humanity

Article Title : Framing Analysis of the Zero Waste Campaign on the TikTok Account

@pandawaragroup

Authors [s]: Saskya Dewi Anggraeni, Istiqomah, M.Med.Kom

Dear Participant,

We are pleased to inform you that your paper has been peer-reviewed and **accepted for publication** in the *Proceeding of International Conference on Social Science and Humanity*, which is part of the *International Conference on Emerging New Media and Social Science*.

We greatly appreciate your contribution and look forward to presenting your work in our upcoming proceeding.

For any questions or further assistance, please contact us at admin@antispublisher.com.

Best regards,



Director

Mochamad Nashrullah, M.Pd





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Universitas Muhammadiyah Sidoarjo

has participated as a **PRESENTER**
in the :

Conference : International Conference On Emerging New Media and Social Science
(ICEMSS 2025)

Conference date
23 April 2025



Letter of Acceptance (LOA) – ICEMSS 2025

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kepada saya, Istiqomah ▾



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Dear to, Saskya Dewi Anggraeni, Istiqomah, M.Med.Kom
Assalamu'alaikum warahmatullahi wabarakatuh,

We would like to thank you for your participation in **International Conference on Emerging New Media and Social Science (ICEMSS) 2025**.
With this email, we would like to inform you that your article has been accepted for presentation at this conference.

File **Letter of Acceptance (LOA)** can be downloaded via the following link:

LOA ICEMSS Saskya Dewi Anggraeni, Istiqomah, M.Med.Kom → <https://drive.google.com/file/d/1Sf75HDJh38MQcwW0atzgFpquyVRUhm/view?usp=sharing>

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FRAMING ANALYSIS OF THE ZERO WASTE CAMPAIGN ON THE TIKTOK ACCOUNT @PANDAWARAGROUP

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Framing Analysis of the Zero Waste Campaign on the TikTok Account@pandawaragroup
SD Anggraeni
Proceeding of International Conference on Social ... 2025 - proceedings.antispublisher.org

Objective
The zero waste campaign phenomenon on TikTok has become a focus of global efforts to reduce the environmental impact of waste. Pandawaragroup is a community actively campaigning for this movement on TikTok. Pandawaragroup's distinctive content revolves around environmental cleanliness, particularly waters polluted by waste. Previous research has demonstrated how marketing can be used to promote environmental awareness.

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