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Social Media as An Alternative to Share Sustainability Information

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Abstract: The fourth industrial revolution (4.0) offers an exciting offer to the world of education in the accessibility of diversity and rapid information sharing. Social media is one of the important elements in 21st century learning. Social media is also used as a medium for information sharing, exchanging opinions and an interactive learning reference source for students. Social media has also opened up the world of communication more widely without borders and this method can save time. Social media is able to give information quickly. This has led to a major phenomenon of information dissemination that is plaguing the world today. Therefore, the use of social media is very suitable to be used as an alternative to share information related to sustainability. Discussions and sharing on sustainability focused on the importance of planting the trees were conducted online via Facebook Live on the KRP Riverdale Project Facebook page. The purpose of this sharing is to raise awareness on environmental sustainability among the community. The webinar also encourages the community to have healthy lifestyle. In addition, webinar participants also need to fill out a questionnaire provided after they participate in the webinar conducted. This questionnaire was conducted in line with the Malaysian Greening Program through the 100 Million Tree Planting Campaign which has just started on 2021 to 2025. Feedback on the webinar program is that all participants (100%) have answered yes and they are very interested to participate in this program again in the future. In conclusion, the program received a very good response. In addition, a total of 60 participants among the public participated in the physical tree planting program after the Program.

Keywords: Fourth industrial revolution, social media, sustainability information