

INTISARI

Transisi menuju kendaraan pribadi yang ramah lingkungan menjadi salah satu strategi untuk mengurangi emisi karbon di Indonesia. Namun, tingkat adopsi kendaraan listrik, baik Hybrid Electric Vehicle (HEV) maupun Battery Electric Vehicle (BEV), masih relatif rendah dibandingkan negara lain di Asia. Penelitian ini bertujuan untuk menganalisis pengaruh pesan ajakan dengan positive–negative framing dan kepedulian lingkungan terhadap niat adopsi kendaraan listrik di Indonesia.

Metode penelitian menggunakan desain survey dengan mixed design, yang melibatkan between-subject (positive vs negative framing) dan within-subject (reference point: keuntungan pribadi vs kepedulian lingkungan; jenis kendaraan: HEV vs BEV). Instrumen kepedulian lingkungan diukur menggunakan New Environmental Paradigm (NEP) yang telah diterjemahkan dan diuji melalui pilot study. Responden adalah pemilik mobil pribadi, yang diperoleh melalui penyebaran kuesioner online dengan bantuan media sosial. Responden terdiri dari 145 responden dengan rincian 79 responden menyelesaikan survey framing positif dan 66 responden menyelesaikan survey framing negatif. Analisis data dilakukan menggunakan uji Mixed ANOVA, regresi linier dan uji validitas–reliabilitas instrumen.

Hasil penelitian menunjukkan bahwa *reference point* berpengaruh signifikan terhadap *Willingness To Buy* (WTB) dan *Willingness To Pay* (WTP) kendaraan listrik. Negative framing cenderung lebih kuat dibandingkan positive framing dalam memengaruhi keputusan responden, sesuai prinsip *loss aversion* pada prospect theory. Tetapi materi *framing* baik positif maupun negatif tidak berpengaruh signifikan terhadap *WTB*. Selain itu, kepedulian lingkungan (skor NEP tinggi) berhubungan positif dengan niat mengadopsi BEV, sementara konsumen dengan orientasi keuntungan pribadi lebih responsif terhadap HEV. Penelitian ini menyimpulkan bahwa strategi komunikasi berbasis framing pesan yang sesuai dengan profil konsumen dapat meningkatkan efektivitas promosi kendaraan listrik. Temuan ini memberikan implikasi praktis bagi pembuat kebijakan dan produsen otomotif dalam merancang kampanye pemasaran yang lebih tepat sasaran untuk mempercepat transisi kendaraan ramah lingkungan di Indonesia.

Kata kunci: *framing*, teori prospek, NEP, kendaraan listrik, *HEV*, *BEV*, *Willingness to Buy*, *Willingness to Pay*

ABSTRACT

The transition to environmentally friendly vehicles is one strategy to reduce carbon emissions in Indonesia. However, the adoption rate of electric vehicles, both Hybrid Electric Vehicles (HEV) and Battery Electric Vehicles (BEV), remains relatively low compared to other countries in Asia. This study aims to analyze the effect of positive-negative framing and environmental awareness messages on electric vehicle adoption intentions in Indonesia.

The research method used a survey-mixed design, involving between-subject (positive vs. negative framing) and within-subject (reference point: personal benefit vs. environmental concern; vehicle type: HEV vs. BEV). Environmental awareness was measured using the New Environmental Paradigm (NEP), which has been translated and tested through a pilot study. Respondents were private car owners, recruited through an online questionnaire distributed through social media. Respondents consisted of 145 respondents, with details of 79 respondents completing the positive framing survey and 66 respondents completing the negative framing survey. Data analysis was performed using Mixed ANOVA, linear regression, and instrument validity-reliability tests.

The results showed that message framing significantly influenced willingness to buy (WTB) and willingness to pay (WTP) for electric vehicles. Negative framing tends to be more powerful than positive framing in influencing respondents' decisions, in line with the principle of loss aversion in prospect theory. Furthermore, environmental concern (high NEP scores) is positively related to BEV adoption intentions, while consumers with a personal benefit orientation are more responsive to HEVs. This study concludes that a communication strategy based on message framing that aligns with consumers' psychological profiles can increase the effectiveness of electric vehicle promotions. These findings provide practical implications for policymakers and automotive manufacturers in designing more targeted marketing campaigns to accelerate the transition to environmentally friendly vehicles in Indonesia.

Keywords: framing effect, prospect theory, NEP, Electric Vehicles, HEV, BEV, Willingness to buy, Willingness to pay.