

Environmental Campaign Through Social Media as Strengthening Civic Engagement

Dwi Agung Prasetyo^{1*}, Winarno², Dewi Gunawati³

^{1,2,3}*Universitas Sebelas Maret, Indonesia*

*) agungprasetyo@student.uns.ac.id

Abstract

Environmental problems are problems faced by all humans in various parts of the world. Overcoming these environmental problems requires awareness and involvement of citizens in protecting and preserving the environment. The involvement of citizens in protecting and preserving the environment can be done through campaigns related to the environment. In the digital era, the development of social media is very fast and has the benefit of making it easier for someone to share information and communicate. The development of social media in the digital era certainly affects the involvement of citizens in dealing with environmental problems. This article aims to find out how campaigns to preserve the environment through social media can strengthen civic engagement. This research is a type of qualitative research with literature study methods and descriptive analysis techniques. The results of this study indicate that in the digital era, social media has an influence on strengthening civic engagement in campaigns to preserve the environment. Campaigns to preserve the environment through social media are mostly carried out by the younger generation and environmental activists through content related to environmental issues posted through their personal and community social media.

Keywords: Campaign; Environment; Social media; Civic Engagement.

Introduction

The environment is everything in the form of living or inanimate objects that can affect the lives of living things in the vicinity (Trahati, 2015:15). According to Istianah (2015: 251), the environment is everything that influences the growth of humans and animals. In this modern era, various factors have caused various problems to the environment, thus causing various problems or natural disasters such as floods, landslides, droughts and other problems. Environmental problems cause various problems in life, so keeping the

environment sustainable is important.

Environmental problems are problems that are the responsibility of citizens in all parts of the world. Citizens must be involved in overcoming environmental problems. Competent citizens will actively participate in protecting, maintaining and managing the environment wisely. One way to overcome environmental problems is to carry out campaign actions. Rogers & Storey (1987), explains that the campaign is a communication activity that has the goal of creating the desired effect that is carried

out within a certain period of time. The environmental campaign is the basic foundation for taking action to save the environment, because by conducting a campaign it can provide information related to environmental problems and as a form of invitation to care for the environment. Campaigns against environmental problems can be done through various ways, namely advertising, mass media and social media in this growing digital era.

In the digital era, it requires Indonesian citizens to adapt and contribute to technological developments. One of the adaptations to technological developments is to participate in using social media to share information and communication. Kaplan (2010), explains that social media is a collection of internet-based applications that allow users to communicate and exchange content. According to Nugroho (2011), explaining that social media is an online media that users can easily engage, share and create content such as forums, social networks and so on. Syamsul (2014), said that social media was quite effective in supporting environmental campaigns.

Ardianto (2011), states that online social media can be called online social networks instead of online mass media, because social media has a major influence on public opinion that develops in society. Support or mass movements can be formed because of the influence of the power of online media because social media is able to shape people's opinions, attitudes and behavior. The use of social media in Indonesia is often used as a promotional medium or as a forum for seeking support. This social media phenomenon can be seen from the case of Prita Mulyasari versus Omni International Hospital. Based on this, why is this media called social media, not mass media.

According to the 2020 Indonesian Digital Report made by Hootsuite, internet users in Indonesia reached 175.4 million

people in 2020. An increase in internet users by 17 percent or 25 million people compared to the previous year. A significant increase in internet use is among young people. Reports on the results of the National Socio-Economic Survey (Susenas) 2020, one in four Indonesians is a youth. The report explains that Indonesia is dominated by the younger generation with a total of 64.50 million people or 23.86 percent. According to the 2020 Indonesian Youth Statistics report, the younger generation who use the internet is 85.62 percent of the total youth population aged 16-30 years. Through the reports or data presented, the younger generation has great potential to campaign for any matter through social media, especially in terms of the environment related to protecting, preserving and managing the environment wisely. Participation in the campaign can make social media users as citizens able to be actively involved in the aspect of protecting the environment.

Based on the description above, this article will focus on environmental campaigns through social media as an effort to strengthen civic engagement in the digital era. The purpose of this article is to find out how environmental campaigns on social media are used to strengthen civic engagement.

Method

This research is a type of qualitative research with literature study methods and descriptive analysis techniques. According to Sarwono (2006), literature study is used to obtain a theoretical basis on the problem to be studied by studying various reference books and similar previous research results. Snyder (2019), explains the basis for developing a literature study, namely, dealing directly with data or texts that are presented not with field data, researchers only deal directly with sources that are already in the library or ready-to-use data,

as well as data. Wohlin, Mendes, Felizardo and Kalinowski (2020), explained that the literature study process was carried out by reviewing references/literature and combining topics for analysis. Literature studies can use journals, books, documents, magazines, dictionaries and other sources without conducting field research.

Data collection techniques in this study used secondary data, namely by collecting data indirectly by using a literature review that was analyzed in depth. The data sources of this research are journals, proceedings, articles, and so on. The subject of this research is the campaign to preserve the environment in the digital era. Data analysts used qualitative data analysis by Milles, Huberman and Saldaña (2014), which can be explained as follows:

1. Data collection, is the process of collecting data in the field from the review process of journals regarding campaigns and citizen involvement in preserving the environment through social media or in the digital era.
2. Data condensation, refers to the process of selecting, classifying, focusing, simplifying, abstracting and transforming data. Classify journals and articles related to campaigns and citizen involvement in preserving the environment through social media or in the digital era.
3. Presentation of data, this step is interpreted as a set of structured information that gives the possibility of drawing conclusions and taking action.
4. Data verification/conclusion, if the condensation and data presentation stages have been carried out, the final step is to draw conclusions. Drawing conclusions is a process of researchers interpreting data from the beginning of collection accompanied by making patterns and descriptions or explanations. Conclusions are evidence of the research conducted.

Results and Discussion

Civic engagement is the main concept in community civic which prioritizes citizen involvement in various aspects of life (Syaifullah, 2015). Jacoby and Associates (2009), explained that civic engagement covers individual actions to participate in private and public care activities that are individually beneficial and socially beneficial for the community. Karliani (2014: 137), states that civic engagement is something that is based on awareness that is initiative and sincere, there is no coercion from others and is involved in its implementation.

The development of civic engagement can be done by carrying out social activities that are able to realize civic engagement itself. Civic engagement can be formed from the existence of citizenship awareness (civic awareness) and citizen participation (civic participation). Civic engagement in social life becomes the desire to create the ideals of society. Civic engagement in community civic is to be able to participate in social life and can be used in solving environmental problems by means of training carried out by environmental activists.

Wolf, Brown & Conway (2009), explain that ecological citizenship provides a normative account of how citizens should conduct their lives and reduce the effects of their environment. The actions taken by the community demonstrate a change in behavior with the result of a complex negotiation of living standards, knowledge of the causes and contributions to climate change. Berkowitz, Ford, & Brewer (2005), state that environmental citizenship involves empowering people to have the knowledge, skills, and attitudes necessary to identify their values and goals with respect to the environment and act accordingly based on the best knowledge of choices and consequences. Ecological citizenship involves some limitations on

the moral rights and responsibilities of humans and nature.

Law Number 32 of 2009 Article 67 concerning Protection and the Environment mentions the obligation of every citizen to maintain and preserve the environment. In this digital era, social media is used as a means to promote or campaign related to environmental issues. This campaign is a form of participation or involvement of citizens in the aspect of protecting and preserving the environment. Social media has a very good influence on the development of campaigns in carrying out their activities and activities. Social media makes campaign messaging easier and saves time, effort and money. Activities such as communication campaigns that can be carried out directly or indirectly can take advantage of social media, one of which is Instagram.

Krisyantia, Ilona, Priliantini (2020), stated that Instagram is an easy place to hold campaigns because it can easily reach the intended audience. Greenpeace Indonesia also uses social media as a channel or channel for campaigns using hashtags/hashmarks to make the Greenpeace Indonesia campaign more informative and more widely distributed. Krisyantia, Ilona, Priliantini (2020), in her research the results of the coefficient of determination test show that the environmentally friendly attitude of Instagram followers @Greenpeaceid is influenced by the #PntangPlastik campaign carried out by Greenpeace. Urban People Power (UPP) is 51%, while the rest is influenced by other factors. Characteristics of respondents are evenly distributed between women and men, namely 49% and 51%. The majority age is in the range of 17-22 years, which is 81% and the status as a student is 78%. The majority of respondents (96%) live in Greater Jakarta and all (100%) follow the @Greenpeaceid instagram account. the content of the campaign program is directed to influence aspects of knowledge,

attitudes, and skills. the cognitive dimension, based on respondents' answers to the questionnaires that were distributed they gained useful knowledge from the #PantangPlastik campaign, increased insight about what to do and what to avoid, as well as other knowledge about the dangers of single-use plastic. affectively, based on respondents' answers to the questionnaire distributed with increasing respondents' knowledge and insight about the dangers of plastic waste and the consequences that will occur, respondents began to grow feelings of awareness, guilt, and pride from the new insights they got through the #PntangPlastik campaign on Instagram @Greenpeaceid. The last aspect is attitude, the results of respondents' answers, it can be concluded that they are motivated to carry out environmentally friendly activities, such as reducing the use of plastic straws, choosing tumblers over plastic packaging bottles, and preferring other environmentally friendly products..

Research on environmental campaigns through social media was also conducted by Aulia Dwi Nastiti and Geger Riyanto (2022), showing that the social media ecosystem also has a relationship with environmental activism. The social media ecosystem is a landscape that is known to foster political participation, become a vehicle for movement, and our data provides evidence that this is no exception for environmental activism. Those who engage in online political conversations and use social media for networking have been shown to tend to have higher political aspirations on environmental issues, for example by pushing for environmental policies. Social media is important not only because of the information circulated by the platform but also because of the ecosystem it provides. Those who use social media to engage in political issues and network with peers are more likely to engage in environmental activism. In this case, it is important that environmental NGOs not only see their

followers as recipients of information but also as active social subjects. The more followers engage and connect with the evolving conversation and other people, the more likely they are to be motivated to participate in the campaigned actions.

Research on the role of Instagram as an environmentally friendly campaign media conducted by Iqbal Yusra Karim and Neni Yulianita (2021), shows that the programs created by GF campaign for SCP issues that are communicated through Instagram. Have a series of planned communications to a wide audience as well as cooperation partners to create a positive image. In the process there are activities and PR in Instagram management through social media functions. Meidi Saputra and Dasim Budimansyah (2016), civic education learning has an important role in cultivating moral virtue towards environmental conservation, it is necessary to be accompanied by habituation activities (habituations) by utilizing the existence of social media as a medium to mobilize participation in conducting persuasive campaigns against environmental Conservation. If the collaboration of civic education learning with social media-based habituation has been carried out, the fostering of environmental awareness as an effort to foster moral virtue towards environmental conservation will be achieved more quickly.

Social media Twitter has been used by KeSEMaT as a means of campaigning for mangrove conservation social movements (Kapriani and Lubis, 2014). By using Twitter, messages about mangrove conservation campaigns are easier to convey and facilitate interaction between KeSEMaT and Twitter users. Access to the Twitter account @KeSEMaT is effective in changing the behavior and attitudes of followers towards mangrove conservation. The higher the frequency and duration of

accessing the @KeSEMaT account, the higher. Behavior change is effective in moving followers to engage in offline activities. The higher the change in behavior, the higher the involvement of followers in offline mangrove conservation activities.

The Directorate General of Climate Change Control on Thursday, June 11, 2020, held a Climate Talk Session 8 which was attended by technical and functional staff within the PPIKHL Center who stated that the power of social media in supporting climate change control. Social media is very crucial in supporting efforts to control climate change, including as a means of communication, education, delivering and clarifying information, as well as getting attention from the public. Social media also acts as an intermediary in the transfer of knowledge between scientists or researchers in conveying the results of their research to the wider community. Hariyani (2016), stated that campaigns with social media are more effective, especially with the help of others.

The Environmental Campaign of the Green Community Forum (FKH) in nature conservation in Banjarmasin City (Hanief, Sari and Sanjaya, 2019), shows that FKH uses the social networking media Facebook to share their environmental campaign messages. Not only campaigning through the FKH Facebook group, FKH admins also share Facebook group messages on their personal pages, and vice versa.

The research of Siti Maryam, Pandu Prasetyo and Vina Mahdalena (2021), shows that digital media literacy about the Greenpeace Id Campaign has been carried out by people who have play skills, simulation skills, performance skills, collective intelligence abilities, judgment skills and networking skills. Information, both content and posts on the Greenpeace Id Instagram account, is able to provide a response, namely changes in

behavior that occur in the community related to actions to protect the environment. Changes in the behavior of informants as followers of the Greenpeace Id Instagram account, namely reducing the use of plastic or bringing their own shopping bags, bringing their own tumblers or food and drink containers, not littering, and planting trees..

In the presentation of the data above, it is known that social media in the digital era has a major influence on environmental aspects. One of them is as a media campaign related to awareness of protecting and preserving the environment. Through this environmental campaign on social media, civic engagement will be formed. Environmental campaigns through social media encourage followers of a social media that actively voices environmental problems, directly or indirectly, to be involved in discussing environmental issues, so that insight into the awareness of the importance of protecting and preserving the environment will grow. Environmental campaigns through social media are media that are quite effective, efficient, cheap and easy to convey information related to environmental problems. The younger generation, which is the largest user of social media, is one of the potentials to be actively involved in voicing environmental conservation. The data presented by Krisyantia, Ilona, Priliantini (2020), 81% of the majority age are in the 17-22 year range, which respondents are expected to be encouraged to participate in environmental conservation campaigns..

Conclusion

Civic engagement in protecting and preserving the environment can be realized in environmental campaign actions. In the digital era that is getting faster and more developed, it has an influence on environmental campaigns, namely through social media because it is more effective, efficient, cheap and easy.

Environmental campaigns through social media are able to show the civic engagement of social media users to care about the environment and participate in environmental problems. Environmental campaigns through social media are able to provide information and knowledge related to environmental issues and are able to respond to changes in behavior related to environmental conservation actions. Environmental campaigns through social media are able to mobilize and have a positive impact on civic engagement in the aspect of protecting the environment. The younger generation who are active users of social media have great potential to get involved and participate in the environmental campaign.

References

- Berkowitz, A.R. Ford, M.E. & Brewer, C.A. (2005). *A Framework for Integrating Ecological Literacy, Civics Literacy and Environmental Citizenship in Environmental Education*. Dalam E.A. Johnson dan M.J. Mappin (Eds.), *Environmental Education and Advocacy: Perspectives of Ecology and Education* (hal. 227–266). Cambridge: Cambridge University Press.
- Hanief, Sari dan Sanjaya. (2019). Kampanye Lingkungan Hidup Forum Komunitas Hijau dalam Pelestarian Alam di Kota Banjarmasin. *Komunida: Media Komunikasi dan Dakwah* Volume 09 Nomor 01 (2019) 53-65 <http://ejurnal.stainparepare.ac.id/index.php/komunida>.
- Hariyani, Ika. (2016). Peran Jaringan Sosial pada Kampanye Lingkungan di Media Sosial: Kasus Kampanye Melawan Asap. *Informasi Kajian Ilmu Komunikasi* Volume 46. Nomor 1. Juni 2016.

- Istianah. (2015). Upaya Pelestarian Lingkungan Hidup Dalam Perspektif Hadis. *Riwayah*, Vol. 1, No. 2, September 2015.
- Iqbal Yusra Karim dan Neni Yulianita. (2021). Peran Instagram @greenarationid sebagai Media Kampanye Ramah Lingkungan. *Journal Riset Public Relations* Volume 1, No. 2, Tahun 2021, Hal: 120-129 <https://doi.org/10.29313/jrpr.v1i2.418>.
- Jacoby, Barbara and Associates. (2009). *Civic Engagement in Higher Education*. San Fransisco: Jossey Bass.
- Kaplan, A.M. dan Haenlein, M. (2010). Users of the world, unite! *The challenges and opportunities of Social Media. Bus. Horiz.*
- Karliani, E. (2014). Membangun Civic Engagement Melalui Model Service Learning Untuk Memperkuat Karakter Warga Negara. *Jurnal Ilmiah Pendidikan Pancasila dan Kewarganegaraan*, 27(2).<https://doi.org/10.17977/JP PKN.V27I2.5517>
- Kapriani dan Lubis. (2014). Efektivitas Media Sosial untuk Gerakan Sosial Pelestarian Lingkungan. *Jurnal Sodality*. 2(03): 160-170. <http://journal.ipb.ac.id/index.php/sodality/article/view/9423/7386>.
- Krisyantia, Ilona, Priliantini. (2020). Influence of #PantangPlastik Campaign on Environmental Friendly Attitudes (Survey on Instagram Followers @GreenpeaceID). *Jurnal Komunikasi, Media dan Informatika* Vol. 9 No. 1/Juni 2020DOI:10.31504/komunika.v9i1.2387
- Maryam, S., Pandu Prasetyo dan Vina Mahdalena. (2021). Literasi Media Digital Pada Kampanye Greenpeace Id Di Media Sosial Instagram Dalam Merubah Perilaku Masyarakat. *Jurnal IKRA-ITH Humaniora* Vol 5 No 1 Bulan Maret 2021.
- Meidi Saputra dan Dasim Budimansyah. (2016). Pengaruh Habitiasi, Media Sosial dan Pembelajaran Pendidikan Kewarganegaraan Terhadap Kesadaran Lingkungan Siswa Sma Negeri Se-Kota Bandung. *Jurnal Ilmiah Mimbar Demokrasi* Volume 15, Nomor 2, April 2016.
- Miles,M.B, Huberman,A.M, dan Saldana,J. (2014). *Qualitative Data Analysis, A Methods Sourcebook, Edition 3*. USA: Sage Publications. Terjemahan Tjetjep Rohindi Rohidi, UI-Press.
- Nastiti, Aulia Dwi dan Geger Riyanto. (2022). Anak Muda dan Aksi Iklim: Peran Media Sosial dan Komunitas dalam Mendorong Aktivisme Lingkungan. *Laporan Penelitian Anak Muda dan Aksi Iklim*. Remotivo: Pusat Kajian Media dan Komunikasi.
- Nugroho, Y. (2011). @ksi warga: kolaborasi, demokrasi partisipatoris dan kebebasan informasi. Memetakan aktivisme sipil kotemporer dan penggunaan media sosial di Indonesia. (Alih bahasa dari bahasa Inggris oleh Sujono AY).
- Rogers, E. M., & Storey, J. D. (1987). Communication campaigns. *Handbook of Communication Science*, 817–846. <https://doi.org/10.4135/9781412982818>
- Sarwono, Jonathan. (2006). *Metode Penelitian Kuantitatif dan Kualitatif*. Yogyakarta: Graha Ilmu.
- Snyder, H. (2019). ‘Literature review as a research methodology: An overview and guidelines’. *Journal of Business Research*, 104, pp. 333–

- 339,<https://doi.org/10.1016/j.jbusres.2019.07.039>.
- Syamsul, Fakhyar Rusyid. (2014). Iklan Layanan Masyarakat Kampanye Lingkungan Hidup “Ruang Terbuka Hijau”. *Skripsi*. Ilmu Komunikasi FISIP Universitas Hasanuddin.
- Trahati, Melia Rimadhani. (2015). “Implementasi Pendidikan Karakter Peduli Lingkungan di Sekolah Dasar Negeri Tritih Wetan 05 Jeruklegi Cilacap”. *Skripsi*. Yogyakarta: Fakultas Ilmu Pendidikan Universitas Negeri Yogyakarta.
- Wohlin C., Mendes, Felizardo dan Marcos Kalinowski. (2020). Guidelines for the Search Strategy to Update Systematic Literature Reviews in Software Engineering. *Journal Pre-proof* S0950-5849(19)30223-X doi: <https://doi.org/10.1016/j.infsof.2020.106366>
- Wolf, J. Brown, K. & Conway, D. (2009). Ecological citizenship and climate change: perceptions and practice”, *Jurnal Environmental Politics*, 18 (4): 503-521