

ENVIRONMENTAL COMMUNICATION OF INDONESIAN GOVERNMENT; CRITICAL DISCOURSE ANALYSIS ON INDONESIAN MINISTRIES SOCIAL MEDIA POSTS

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ABSTRAK. The Indonesian government is committed to preserving the global environment in the global climate summit or COP-Conference of Parties. The Government communicates its concern through social media to adapt to the massive number of social media users in Indonesia. This study aims to investigate the Indonesian Governments communication on environmental issues on social media. It adopts critical discourse analysis of Teun A Van Dijk to understand the phenomenon with data collected from published content of the Ministry of Environment and Ministry- KLHK and Ministry of State Secretary- Kemensetneg's social media account. This study shows that those two social media accounts have low attention to environmental issues. Macrostructural analysis displays that KLHK's social media publications focus on issues such as recycling and climate change literacy. In contrast, the Ministry of State Secretariat focuses on government policies related to environmental issues. Meanwhile, the superstructure analysis shows content that resembles mainstream media content with a cube inverted pyramid structure. The microstructure analysis shows that the content published by the two ministries targets a young audience by using non-formal language, greetings for young people, and attractive graphics and photos.

Keywords: Critical discourse analysis; Environmental communications; Indonesian Government; social media

INTRODUCTION

Environmental issues are increasingly becoming the concern of many parties, both at the global and national levels. The community needs to know these issues for sustainability and encourage future generations to create a better world (Boca & Saraçlı, 2019). Energy consumption negatively affects the ecological footprint, meaning more land and resources are depleted (Kongbuamai et al., 2020). The public obtains knowledge about the importance of environmental conservation from various sources. However, according to Cox et al. (2018), various parties have strategic roles in conveying attention to the environment or environmental communication, such as researchers, media or journalists, and the government.

Researchers act as government and private sector consultants, communicating their findings in published reports, public testimony, and blogs. Cox (2013) exemplifies that climate researchers have contributed to public literacy on climate change. On the other hand, Hansen (2011) argues that media and communication processes are essential in elaborating and contesting environmental issues. Even so, environmental issues are less attractive to the mainstream media Agustina et al., (2020) revealed that television news coverage of environmental issues in Indonesia is deficient. According to them, Indonesian television news does not significantly contribute to public literacy on environmental issues. Meanwhile, the government is responsible for various matters concerning the public interest in the environment, such as deciding policies on forest conservation, public open spaces, or flood management (Cox, 2013).

The Indonesian government is committed to preserving the global environment with various countries in the global climate summit or COP-Conference of Parties. At COP26, the countries agreed to the Glasgow Climate Pact, which consists of 97 paragraphs of agreement. Apresian (2022) assesses several important things in the agreement, including adaptation, mitigation, climate finance, and collaboration. Through the Ministry of Environment and Forestry (KLHK), the government is at the forefront of communicating environmental issues to create collaboration between various parties such as civil society, indigenous peoples, children, and local governments. Government communicates their concern through various types of media. According to Idris (2018), the Indonesian government actively disseminates information through social media. The use of social media by the government is an adaptation to the massive number of social media users in Indonesia. Indonesians are known as one of the biggest Instagram users in the world after India, the US, and Brazil (Kemp, 2022).

Research on government communication through social media has been widely carried out. Salehudin et al. (2021) examined the use of social media for e-learning education, while Yegen et al. (2022) examined the relationship between political-agenda setter and twitter users, and Arman and Sidik (2019) examined engagement in social media managed by Indonesian government organizations. However, research on government communication on environmental issues is still rarely done. This study aims to fill this gap to understand the environmental communication carried out by the Indonesian government through social media. Therefore, the question of this research is how does the Indonesian

government carry out environmental communication through social media?

Environmental issues in Indonesia

Environmental issues have become the world's primary concern, along with findings on the impact of global warming. Iran has experienced many environmental problems, such as water pollution, deforestation, and depletion of natural resources (Ebadi et al., 2020). In other parts of the world, Chile is experiencing a significant decline in salmon production due to a lack of freshwater regulation and an abundance of marine aquaculture that is detrimental to aquatic life. (Quiñones et al., 2019) On the other hand, China has too fast an economic development that results in pollution so intense that even 40 years of active environmental protection cannot reduce it significantly (Kojima et al., 2018).

Most of the arguments have identified that greed is the main factor in increasing environmental problems (Kendra & Gregory, 2019; Elinoff & Vaughan, 2021; Williston, 2020). Therefore, countries agreed to control environmental exploitation in the Conference of Parties (COP), established in 1995. The countries participating in the climate change conference agreed on various matters for the sustainability of the global environment. COP26 in 2022 resulted in a pact of 97 paragraphs (Apresian, 2022). Apresian assessed several essential things in the agreement, including adaptation, mitigation, climate finance, and collaboration.

Meanwhile, according to Maskun and Basorie (1996), environmental problems in Indonesia are broadly summarized into 4Ps: population, pollution, policy, and poverty (Maskun & Basorie, 1996). Environmental problems in Indonesia have received much attention, especially weather problems after forest fires (Yanuary & Gumilar, 2018). According to Tantimin (2018), environmental issues become a momentary concern when disasters occur but are soon forgotten from public attention. Another researcher added that reporting on environmental issues is still the "stepchild" of the news. Moreover, the issue of SDGs (Sustainable Development Goals) does not seem to be a priority for news coverage in various online media (Wijayanto & Nurhajati, 2019).

Communicating environmental issues on social media

The Indonesian government informs environmental issues through various platforms, including digital media platforms. Cox (2013) said that environmental communication is a pragmatic and constitutive mode of expression. According to Enger et al. (1998), environmental communication is needed because of significant challenges and opportunities

to improve human impact on the earth. So, it takes the role of the wider community to participate in overcoming environmental problems. The Indonesian government introduced environmental issues to invite the community to participate and contribute to the problem. This government action can also be called an environmental campaign.

Digital campaigns are planned activities carried out to communicate messages through digital media. Carrying out marketing activities and conveying messages and information can be done in various ways, one of which is a campaign. A campaign can be created to introduce a product or service and increase brand awareness so that people are more familiar with and interested in these products and services. Advances in information and communication technology make planning a campaign even more varied. Campaigns can be carried out through digital media called digital campaigns, in which the delivery of information and messages is carried out through digital media, especially the internet (Masitha & Bonita, 2019). A relevant public relation strategies can impact the effectivity of a campaign (Bicakci, 2021).

The use of social media as a campaign tool is increasing compared to other digital media. Social media was chosen because the number of users in Indonesia is quite massive, so the effectiveness of message delivery can be achieved and impacts the efficiency of the campaign budget. Furthermore, social media also provides a space for citizens to exchange information and to be more involved (Santoso et al., 2020). Another study also stated that social media managed to increase youth political participation in Nigeria (Mande et al., 2022). There are methods of the approach taken in a campaign, including an emotional approach, or involving specific figures. The campaign is done to lead opinions and educate the targeted audience. Various campaign objectives are always related to aspects of knowledge, attitudes, and behavior (Fauzani & Chatamallah, 2022). In its application, digital campaign indicators are exposure, engagement, influence, and action (Shavira, 2020).

Several social media accounts care about environmental issues and carry out several online campaigns in various ways. This account is used to amplify campaign activities related to environmental issues in Indonesia, such as the #TolakPLTUBatang movement and also the GreenpeaceID community. These types of movements could be called cyber activism, which could encourage non-state actors to participate in voicing the issue (Prastya & Zahra, 2021).

The campaign communication strategy carried out by the Instagram account @jedaiklim carried out the Climate Action Now campaign activities,

divided into online and offline campaigns. Its campaign activities began with creating content that is a persuasive message inviting the public to work for climate justice. The content is in the form of posters, photos, and videos displayed on Jedaiklim's Instagram account—implementing activities in the form of joint discussions with communities engaged in environmental issues using the Instagram Live feature and webinar activities held online using ZOOM Meeting. While campaign activities carried out offline are tangible actions that go directly to the streets (Suryanah et al., 2022). In contrast to previous research, one of the efforts of the Indonesian Forum for the Environment (WALHI) of South Kalimantan in fighting for the preservation of the karst of the Meratus Mountains is by disseminating information on karts and socialization. Information dissemination and socialization were carried out using zoom meetings, ecological seminars held with the Indonesian Planning Student Association, and discussions and press conferences with authorized people such as the WALHI community. WALHI also disseminates information and non-formal socialization by talking and discussing with the community (Hamidah & Hidayat, 2022).

Not much different from the previous accounts, the Instagram account @ready_darling is an account that discusses the environment. The Instagram page provides educational content about the environment that leads to definitions, information, and environmental conditions. The displayed content is supported by sample images and several hashtags such as the typical hashtag #siapdarling and hashtags that support content such as #sustainable #sustainablebrand #ecofriendly and the like (Wiguna et al., 2022).

Critical Discourse Analysis and the Public

Critical discourse analysis (CDA) is a type of discourse analytical research that primarily studies how social power abuse, dominance, and inequality are enacted, reproduced, and resisted by text and talk in the social and political context. CDA focuses more on conversation, narrative, rhetoric, stylistic, sociolinguistics, ethnography, or media analysis (Hamilton et al., 2015). It also relates that critical discourse analysis is not only just analyzing text but also seeing how social structure, domination power groups that exist in society, and how cognition or thoughts and consciousness shape and influence the analyzed text (Saadillah & Nuruh, 2020). Discourse analysis investigates the use of language to represent an ideology, while critical discourse analysis explores the use of language related to context for a particular purpose. There are several models of critical discourse analysis, such as Fairclough, and

Ruth Wodak models. However, Van Dijk's critical discourse analysis model is widely used because it is considered more practical (Khasanah, 2018). In addition, language analysis in critical discourse analysis is not only just describing from the linguistic aspect but also connecting with the context. The context means that the language is used for purposes and practices in certain aspects, including the practice of power (Khasanah, 2018).

The analysis of Van Dijk's critical discourse is divided into three levels; macrostructure, superstructure, and microstructure. Macrostructure is observed based on the topic/theme raised by a text, while the superstructure is focused on the outline of a text, and microstructure is observed based on the choice of words and sentence styles used by the text (Khasanah, 2018). Macrostructure observes thematic or the topics to be discussed in a text. Meanwhile, the superstructure observed in the scheme and microstructure has three things to consider: semantics (background, details, meaning, presumption), syntax (sentences, form, coherence, and pronoun), and rhetoric (graphic, metaphor, expression) (Ritonga et al., n.d.). Not only analyzing the text, but Van Dijk's discourse analysis also relates to social cognition and context (Tazri & Husna, 2022). According to Bakri, Mahyudi, and Mahsun (2020), Van Dijk argues that a text consists of levels, each of which supports the other (Bakri et al., 2020).

Van Dijk's discourse analysis can be used to analyze campaigns. Research on Van Dijk's critical discourse on campaigns has been done before, for example, analysis of critical discourse analysis of community services advertising Covid-19 in Indonesian news media. There are two advertising campaigns they talked about. The first one is "Indonesia and China Cooperate in Production of Covid-19 Vaccine" it used a macrostructure that addresses topics and subtopics about vaccine production in Indonesia and China. The superstructure talks about the identity of the company (opening), cooperation in the manufacturing of vaccines for the core, and the closure ending with vaccine distribution.

Meanwhile, the microstructure focuses on the control information, syntax on explicit intent government in producing vaccines. The second advertising campaign is "Strengthening Immunity During Transitions," with a macrostructure topic about strengthening immunity in the transition season and a subtopic about diseases in the transition season. The superstructure analysis starts with an opening about the transition season that comes with the pandemic, the core part is an appeal to overcome transitional diseases, and the last part relates to an appeal to watching Metro iCare shows. For the microstructure, they used the semantic

background, Indonesia, and the intent is an appeal to strengthen the immunity of transition data during the pandemic (Septriana et al., 2022). Using language in information or news to build public discourse has been a scholar's concern. And critical discourse provides an analysis process of language that is used to gain a more explicit and systematic description of what is conveyed (Silaswati, 2019).

METHOD

This descriptive qualitative research investigates the content posted by the Indonesian Government on Instagram and Youtube. We selected social media accounts from the Ministry of Environment and @KementerianLHK, and @Kemensekneg. The two accounts were selected based on purposive sampling, considering that the Ministry of Environment and Forestry-KLHK and the Ministry of State Secretary-Kemensekneg represent the government in campaigning for environmental issues. Purposive sampling was also conducted in selecting media used by the two government agencies. We collected data on Instagram accounts and Youtube accounts for content related to environmental issues from January to July 2022. This study uses the analytical approach of Van Dijk's discourse model that focuses on the macrostructure, superstructure, and microstructure.

RESULT AND DISCUSSION

Macrostructure of Indonesia Govt environmental issues

The data obtained in this study are content published by the Ministry of Environment and Forestry and the Ministry of State Secretariat of the Republic of Indonesia. We got eight pieces of content from both accounts. The data was obtained from January to July 2022. The content displayed by the two government accounts shows that the frequency with which the Indonesian government uses social media to communicate environmental issues, especially climate change, is relatively low. The two ministries are using social media Instagram and Youtube to disseminate their messages.

Social media content data is taken based on purposive sampling concerning environmental issues. So that macro-structural analysis will follow the issue. At the macro level, the KLHK content shows specific issues, such as a tutorial to handle bottle and plastic waste as of June 6, 2022. The video contains a narrative about how to recycle plastic waste by making ornamental plant pots using used bottles at home. The narration was made to give tips on "How to take care of the earth easily." The content was created in the context of World

Environment Day, which coincides on June 5. In the meantime, KLHK displayed content on how to preserve mangrove forests. A similar theme was conveyed to disseminate important terms on climate change. Both contents are delivered in the form of photos with predominantly informative text. The content themes delivered are in accordance with the Instagram audience, who are generally young and have sufficient literacy to understand the importance of environmental conservation.

The Ministry of State Secretariat also conveys content related to environmental conservation. However, the content delivered is dominated by official statements by the government or the President of the Republic of Indonesia regarding environmental conservation policies. For example, the community must also support content regarding environmental conservation funding policies. In the content, the President of the Republic of Indonesia, Joko Widodo, said that the Indonesian government has many projects related to handling the impacts of climate change and therefore requires the mobilization of funds. Another content of government policies to address climate change is to support the production of electric vehicles. In his remarks, President Jokowi emphasized that the government will always support every investment in electric vehicle production in Indonesia. The launch of the Hyundai IONIQ 5 electric car, which is assembled in Indonesia to meet the Indonesian and export markets, is expected to be an important milestone in the development of electric vehicles in the country.

President Joko Widodo also emphasized that Indonesia must become an essential player in the global supply chain in the electric car industry. According to him, Indonesia has enormous mineral resources to support the development of electric cars. Furthermore, the Head of State said that the downstream of mineral raw materials must also continue to increase the added value and provide optimal added value. According to the President, 2022 will be an important moment for developing lithium batteries for electric vehicles. Several investors will start construction, ready to process Indonesian nickel and cobalt into lithium battery materials. By 2024, electric cars produced in Indonesia will already use electric batteries and other vital components produced in Indonesia.

The Ministry of State Secretariat also targets young audiences, as did the Ministry of Environment and Forestry, when delivering messages via Instagram and Youtube. By mentioning friends of the State Secretariat to the audience, the Ministry of State Secretariat conveys environmental messages that are easy for young people to catch. One example is the content on April 22, 2022. The Ministry of State

Secretariat reminds Earth Day by inviting attention to environmental issues by showing a short 15-second video containing text with an animated background.

Superstructure of Indonesia Govt environmental issues campaign

KLHK and Kemensetneg convey messages through short stories according to the target audience. Both emphasize the story's headline by displaying text that is larger than the other text. KLHK displays messages in easily visible sections. For example, when they are delivering messages on mangrove forest conservation and important terms on climate change.

In the Instagram post on mangrove conservation, KLHK uses the greeting word for its audience, namely "Green Friends". Then continued with the question sentence, "Do you know the importance of the existence of mangrove forests?". In the second sentence or paragraph, @KementerianLHK informs about the benefits of mangroves for the natural environment and humans, and it closes with an invitation sentence "Come on, save the coast by planting mangroves." followed by four hashtags: #mangrove #AyoTanamPohon #klhk #KementerianLHK. The use of hashtags itself serves to make it easier for other Instagram users outside the Ministry of Environment and Forestry's audience to be able to go directly to the topic they want to see or search for.

Meanwhile, Kemensetneg presents headlines and stories more formally. For example, the Ministry of State Secretariat's Instagram content shows the government's steps in dealing with climate change. Opening the 144th Session of the IPU, President Jokowi Encourages Funding Mobilization to Overcome Climate Change. President @jokowi officially opens the 144th Session of the Assembly of The Inter-Parliamentary Union (IPU) and Related Meetings held at Mangupura Hall, Bali International Convention Center (BICC), Badung Regency, Bali Province, on Sunday (20/3).

In his remarks, the President said that the challenges facing the world today are not getting any easier, including technological disruption, regulations that are less rapid than the changes in technology itself, to inflation. At the event entitled "Getting to Zero: Mobilizing Parliament to Act on Climate Change," President Jokowi also emphasized an issue that is no less important: climate change. For this reason, President #JokoWidodo encouraged all parties to mobilize climate finance because, without this, the impact of climate change would be challenging to prevent. Furthermore, President Jokowi said that Indonesia has much potential for new and renewable energy.

Microstructure of Indonesia Govt environmental issues campaign

Microstructure analysis is the most in-depth part of van Dijk's discourse analysis by paying attention to syntax, semantics, lexicon, and rhetoric. What concerns the syntax of the content presented by the two KLHK and State Secretariat accounts is the pronouns used casually to the audience, respectively, green friends and friends of the State Secretariat. For example, in the content of mangrove conservation delivered by the Ministry of Environment and Forestry. "Green Friends". Then continued with the question sentence, "Do you know the importance of the existence of mangrove forests?" Meanwhile, the State Secretariat account also greets the audience with non-formal languages, such as the content commemorating Earth Day Hi #SobatSetneg! Did you know, friend, that we can start investing in the earth?

In the semantic semistructured, the government's message conveyed by the Ministry of Environment and Forestry and the Ministry of State Secretariat aims to provide literacy on environmental conservation. The messages conveyed by both accounts are informative and are not intended for entertainment. However, messages from both accounts are designed to follow the preferences of the intended audience. Messages are generally conveyed in graphic form to make it easier for readers to understand them.

In the semistructure of the lexicon, both accounts use non-formal vocabulary according to the social media audience. The Ministry of Environment and Forestry also showcases youth talent and content to convey the message of environmental conservation. For example, in an invitation to recycle plastic, the KLHK account featured a young woman who gave a tutorial on making plastic waste into plant pots. Unlike the KLHK, the Kemensetneg account has limitations in designing messages informally. Kemensetneg generally displays the message of the President of the Republic of Indonesia in formal forums so that it cannot change the choice of words.

In the rhetorical semistructured, both accounts display messages resembling mainstream media content. Graphics and photos dominate messages via Instagram. KLHK uses graphics to convey essential points that are easier to understand. For example, when conveying messages about terms in the issue of climate change. Meanwhile, Kemensetneg displayed a photo of President RI while speaking on the podium to amplify his message.

The Ministry of Environment and Forestry-KLHK and the Ministry of State Secretariat-Kemensetneg, have translated the policies of the President of the Republic of Indonesia-RI in supporting environmental conservation by conducting digital campaigns on social media. The two government agencies provide information about the environment to influence the public's daily life, known as environmental communication. Environmental communications illustrate the various ways in the forum to raise awareness and influence essential matters relating to our planet or environment. So environmental issues are not only known in the natural sciences but also raised in public debates, the media, the internet, and daily chats (Cox, 2013). Environmental communication is essential because of the many environmental issues that affect many activities/conditions, such as air pollution, which causes global warming.

One of the efforts to improve environmental communication is to use digital campaigns on social media. The campaign is related to the posts shown by the KLHK and Kemensetneg. As well as environmental issues related to mangroves which the government is intensifying, it is considered necessary because many mangrove forests are damaged and need to be rehabilitated. Mangrove damage is also caused by climate change, especially in coastal areas that experience abrasion. Therefore, the Ministry of Environment and Forestry raised the issue of mangroves on April 6, 2022, to form awareness regarding the damage to mangroves that need to be rehabilitated by providing efforts to conserve mangroves. In writing the caption on the post, it refers to inviting the community to seek mangrove conservation.

Mangrove conservation is important, but other environmentalists are more concerned about the high deforestation rate in Indonesia. Indonesia's deforestation impact rate is the highest in the world, after Brazil and Congo (Kompas, 2019). However, the issue of deforestation is not a topic of choice for the KLHK. The negligence of the deforestation issue is in line with the statement of the Minister of Environment and Forestry, Siti Nurbaya. She said forcing Indonesia to commit to zero deforestation by 2030 was "clearly inappropriate and unfair". (BBC.com, 2021)

The themes displayed on the social media content of the Ministry of Environment and Forestry and the Ministry of State Secretariat show the Indonesian government's agenda concerning environmental conservation. According to Cox et al. (2018), government agencies have at least three objectives in communicating environmental problems: inform, change behavior, and assure. The

content submitted by government agencies in this study shows information related to environmental conservation—for example, content about the importance of mangrove conservation and important terms on climate change. Meanwhile, the tutorial content on making plant pots to handle plastic waste is an effort to change behavior. Meanwhile, the Indonesian government ensures support for electric car manufacturing. The production of electric cars is considered an effort to reduce the use of fossil fuel vehicles.

Researchers have also stated things that need critical attention in environmental communication. For example, Atmakusumah and Basorie (1996) outline environmental problems in Indonesia into 4Ps: population, pollution, policy, and poverty. However, most of it does not get the attention of the two government accounts other than the policy of support for electric cars.

The Kemensetneg mainly focuses on the activities, existence, and opinions of the Indonesian President regarding the management of the state. This means that most social media posts are less direct in raising the issue of climate change and how to combat it directly, in contrast to accounts managed by the Ministry of Environment and Forestry. The Instagram post regarding electric-powered transportation with a quote mentions a focus on being environmentally friendly. However, the postal structure emphasizes investment and imports more than that. This can be seen from the narrative delivered by President Jokowi and the photos that appear in the content. In the photo, President Jokowi is seen standing accompanied by the coordinating minister for Maritime Affairs and Investment-Menkomarves Luhut Binsar Pandjaitan.

Superstructure analysis looked at the relevance of the headline and the content or body of the messages. However, previous studies were conducted on the object of research on public service announcement-PSA content in the mass media. Husna et al. (2021) identified headlines as essential to representing the body of the news delivered. As with PSA, the social media content observed in this study also has no leads. These contents display text headlines and content in the form of stories. However, stories are also incomplete in all published content. On the content to commemorate Earth Day, for example. KLHK only displays texts with animated graphics that do not differentiate between the font size of the headline and its content. Information conveyed through social media is usually simpler than news information in mainstream media. However, the delivery of short information through text and graphics has also been applied by the mainstream media, especially online news media.

Sending messages through social media, such as the one done by the Ministry of Environment and Forestry and the Ministry of State Secretariat through Instagram, has limited opportunities to attract attention. Therefore, writing messages on social media also follows an inverted pyramid pattern. This means that the message is designed by conveying the important things first. The inverted pyramid pattern is seen in the context of government support for the production of electric cars. The title of the content says that President Jokowi inaugurated the first production of electric cars in Indonesia, with photos and subsequent text supporting other information. However, the inverted pyramid pattern does not apply to all content on social media. For example, in the content regarding the important terms of climate change published by the Ministry of Environment and Forestry. In this context, the Ministry of Environment and Forestry conveys information in a cubed inverted pyramid description model.

Syntactically, the content published by the Ministry of State Secretariat and the Ministry of Environment and Forestry targets a young audience according to the demographics of Instagram users. The language used, therefore, follows the target audience. The use of greetings “sobat” and “friends” is a way to adapt the message to the audience’s culture. This effort shows the government’s personal communication compared to mass communication. According to McNair (2011), one of the ways that distinguish the government’s communication media is that messages are crafted more personal, like what Barack Obama did during his campaign and when he was President of the United States (McNair, 2018). According to Van Dijk (2015), discourse analysis examines how power is used to control. According to him, efforts to control people’s thoughts are implemented through texts delivered through the media. By using specific calling “sobat” and “friends” to its audience, it can be said that the group of people who are trying to be controlled are young people. The reason is that young people are the largest population on social media. It is known that the young age group made up more than 60 percent of the total voters in the general election. Efforts to control young people’s knowledge can also be seen in the selection of delivered content themes.

In narrative framing theory, the media displays issues that they consider important and neglect those considered unimportant (Cox, 2013). For example, this research data shows a lack of interest from the government in campaigning to anticipate forest fires. Whereas Indonesia experienced a forest fire disaster with losses reaching 66.3 trillion in 2019 (BNPB, 2019). The lack of attention from the Ministry of Environment and Forestry and the Ministry of State

Secretariat towards the exploitation of Indonesia’s forests is in line with the Minister of Environment and Forestry Siti Nurbaya, who rejects the proposal for zero deforestation at the COP26 inter-country meeting. The content framing of Indonesian government agencies, therefore, does not consider the importance or even cover up the importance of deforestation, which leads to a ban on logging for industrial purposes. The moment of an electric car launching is a moment that has been eagerly awaited because the government wants to immediately make a transition from cars that use fossil fuels to environmentally friendly electric cars.

CONCLUSION

Through the Ministry of Environment and Forestry and the Ministry of State Secretariat, the Indonesian government conducts digital campaigns regarding environmental issues through social media. However, from January to July 2022, this study only found eight contents related to environmental issues. The social media post shows the low attention of the two ministries to these issues. Macrostructural analysis displays that KLHK’s social media publications focus on issues such as recycling and climate change literacy. In contrast, the Ministry of State Secretariat focuses on government policies related to environmental issues. Meanwhile, the superstructure analysis shows content that resembles mainstream media content with a cube inverted pyramid structure. The microstructure analysis shows that the content published by the two ministries targets a young audience by using non-formal language, greetings for young people, and displaying attractive graphics and photos. The critical discourse analysis of this study describes how the Indonesian government, through KLHK and the Ministry of State Secretariat, provides literacy, influencing public knowledge through social media. This research also shows that environmental themes of concern to the government are minimal. The contents submitted by the two ministries are doubtful to become public discourse because of their low frequency.

This research is limited to the period of observing Instagram and Youtube content, so the following research is recommended to observe government campaigns regarding environmental issues on other channels.

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