

Climate Change Campaign Strategy by Greenpeace as an Effort to Build Public Awareness

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Abstract. The Environmental damage that is happening today makes people aware to create a social movement in the form of an environmental social movement to respond to what is happening in the community. Social movements on social media invite and inform their activities through social media platforms. The method used in this paper is qualitative analysis content by studying social media used by Greenpeace. It is a medium that can provide information about the state of the surrounding environment to a wide community. One form of the social movement by Greenpeace is environmental campaign. The environmental campaign is one of the most popular social movements carried out on social media today. This paper would explain further by exploring campaign strategies via social media. The results of the study show that there are several strategies used by Greenpeace in conducting climate change campaigns

Keywords: environmental damage, social movement, environmental communication

1 Introduction

Human needs or basic needs comprised of primary needs, secondary needs, and tertiary needs. Where in meeting these needs, humans obtain them from available natural resources. The more the human population, the more natural resources are extracted, processed, and made into products that can be used to support human needs. Human activities in exploiting existing natural resources are important factors that can determine the level of human welfare and health. In the process of taking, processing, and utilizing natural resources by humans, of course some residues are discarded and not used, as the final result that is not utilized. Facts show that humans are creatures that have the greatest dependence on their environment. To what extent does the relationship between humans and the environment and the position of the two? Humans are cultural creatures. Ideally, all his actions are civilized actions based on

moral ethics and responsibility, including in environmental issues. Cultivating responsible environmental management is imperative. This is where the role of morals and ethics is very basic which will eventually build a cultured environmental and human relationship.

Environmental problems in the 21st century arise precisely because of the ability of humans to control nature so that they are used to the fullest for human interests and needs. In addition, it is also due to the development and application of science and technology that is not wise, which is not environmentally sound. Environmental problems are problems for individuals, families, communities, and even become a world problem. Lately, the problem of increasing environmental damage and human ecology has become a hot topic of discussion, both in developed and developing countries, including Indonesia. (Bintarto 1997). The environmental damage that occurs in both developed and developing countries can no longer be tolerated. This environment is an urgent problem that must receive full attention if humans do not want to get a bigger catastrophe. According to Franz Magnis Suseno, human actions towards the environment will have an impact on the sustainability of the biosphere (Rusdiana 2012).

Environmental issues attract attention from the public, especially those who are members of environmental activists, not without the cause of movements such as campaigns, intelligence, and other efforts that are carried out either directly or through social media. This is done with the same goal, namely together to overcome environmental problems to create a decent environment and prevent it from various kinds of damage which will certainly have an impact on living things around it, including humans. Environmental campaigns are a way to convey the message of nature conservation so that the community has awareness that they are jointly responsible for the cleanliness of their surroundings. River cleanliness is a crucial problem in various regions in Indonesia because people depend on river water for their lives, such as the need to wash, bathe, defecate and even cook. However, the awareness of the people along the river is still not good, they often throw garbage in the river.

Human attitudes and behavior have created policies and lifestyles that destroy the environment, including human life (Keraf 2014). Therefore, an environmental movement is needed that seeks to raise awareness of the interdependence of humans and nature that can affect the pattern of life and human behavior (Kalid Clear 2011). The expansion of the environmental movement provides a quick overview of environmental campaign issues. The emergence of environmental issues led to the birth of the environmental-based organizational movement. The process of restoring people's rights to participate in the activities of the largest environmental NGO in Indonesia is known as WALHI (Indonesian Forum for the Environment) which is developing in various regions in Indonesia. WALHI is popular with its activities in raising environmental issues for Indonesia, especially in areas where the

environment is damaged by human activities such as the Bangka Belitung Islands Province where there are many issues of environmental damage due to mining (Gusmadi 2019).

Technological developments have led to the growth of new media. The new media that is currently growing rapidly is social media. Currently, social media is the center of human communication in carrying out various life activities, be it socializing, business, and even other activities such as campaigns (Suryanah et al. 2022). Before the existence of social media, campaigns were usually carried out with newspapers, magazines or direct actions on the street or in front of other people. According to Cox (2010) the media is an alternative way to report and provide opinions on environmental issues to the public. The social media that is often the place for environmental campaigns is Instagram. Instagram is one of the most popular applications among people. Thus, the impact of the campaign itself will be more pronounced. Social media is often used because it is easily accessible by anyone, anywhere, and anytime (Ulfa and Fatchiya 2018).

Social media has a relationship with public awareness of climate change issues, especially in terms of people's knowledge, opinions and behavior. Social media is a source of public information that can increase awareness and encourage more environmentally friendly behavior, although there will be negative and positive opinions on the issue of climate change. Social media has a role as a trigger and supporter to become a source of initiatives that lead to practical changes in the implementation of a policy in solving climate change problems.

Campaign as a social movement is chosen by many people to seek change in society. It is also carried out by various organizations so that the impact of the campaign can reach the community more broadly. Greenpeace Indonesia is one of the various organizations engaged in the environment and focuses on voicing environmental issues that exist in the community. As an environmental social movement, Greenpeace Indonesia often conducts campaign activities about an issue that is currently circulating in the community. Currently, Greenpeace Indonesia uses social media Instagram as a medium to carry out various activities that focus on the environment. Greenpeace Indonesia's Instagram account has 628,000 Instagram followers as of July 25, 2022. On its Instagram account, Greenpeace Indonesia often campaigns for various environmental issues, such as protecting forests, fire emergencies, Earth Day, and even climate change. Climate change is an important issue that is never stopped being discussed in the community. This is because climate change affects many things, such as air quality, clean water, oceans, and even the economy. Thus, climate change is one of the points that Greenpeace Indonesia often makes to the wider community. Based on this, we would like to know if Greenpeace Indonesia's strategy is to carry out various activities to raise public awareness.

2 Literature Review

2.1 General Concepts of Environmental Communication

Environmental communication includes a comparative analysis of the social and cultural processes by which the public can understand global environmental problems, and the extent to which that understanding translates into changing practice at the individual and household levels. This aspect of sustainability is based on the belief that individuals and institutions can be persuaded to accept responsibility for emerging environmental problems and change their daily practices to mitigate future environmental impacts. Flor (2004) in Stark (2005) defines environmental communication as the application of communication approaches, principles, strategies, and techniques to environmental governance and protection. In short, environmental communication is an exchange of environmental information, knowledge and even wisdom that leads to mutual understanding between the parties.

Environmental communication is strongly influenced by world views or cultural orientations towards God, life, death, the universe, truth, matter (wealth) and other philosophical issues related to life. Ideological differences can lead to different views or concepts about human relations and human perceptions of the surrounding reality (Lestari 2016). Another concept explains that environmental communication is the application of approaches, principles, strategies, and communication techniques to environmental management and preservation (Flor 2004) in Stark (2005). Environmental communication as a study of the way we communicate about the environment, the influence of that communication on our perception of the environment, ourselves and our relationship with the environment. Environmental communication is a pragmatic and constitutive vehicle or tool for learning and understanding the environment, including our relationship to the environment. The environment is a symbolic medium used to construct environmental problems and to negotiate different societal responses. Environmental communication does not only involve environmental governance, but more than that, environmental communication also includes the study of public opinion and perceptions (Cox 2013).

Cox (2013) explained that the study areas of environmental communication include: (1) environmental rhetoric and discourse; is the broadest area in the study of environmental communication includes rhetoric from environmental activists, environmental writing, business public relations campaigns as well as media and websites. (2) Environmental media and journalism; is an area of study that focuses on how news, advertisements, commercial programs and internet sites describe natural and environmental problems. This area of study also covers the impact of the media on people's behavior to agenda-setting and media framing.

(3) Public participation in decision-making regarding environmental issues. (4) Public education and advocacy campaigns or also known as social marketing; is an area of study that includes campaigns aimed at changing people's behavior to achieve a desired social or environmental goal. (5) Environmental collaboration and conflict resolution; is an area of study that examines alternative models of overcoming dissatisfaction with public participation and methods of conflict resolution. An important aspect in this study area is collaboration by inviting stakeholders to engage in problem-solving discussions and not in the form of advocacy or debate. (6) Risk communication is; an area of study that traditionally evaluates the effectiveness of communication strategies in conveying technical information about health to a more modern approach, namely looking at the impact of public understanding of risk on public assessments of accepting risk. (7) Representation of environmental issues in popular culture and green marketing; is an area of study that examines the use of images, music, television programs, photography and commercial advertising in influencing people's behavior towards the environment.

Cox (2013) concluded that environmental communication is a sub-field of communication science in which there are several different or interdisciplinary study areas. However, environmental communication in principle has two main functions, namely: (1) a pragmatic function, which includes a function to educate, alert, and mobilize and a persuasive function (2) a constitutive function, which in this case is language and other symbols. play a role in shaping our perception of the reality and nature of environmental problems.

2.2 General Concept of Environmental Campaign Strategy

A campaign is defined as an attempt to get other people to join and share the same understanding. Campaign is a series of planned communications to create an effect on a large audience. There are four main components in the campaign, namely certain effects, massive, organized, and timely. There are four main characteristics of the campaign. First, the campaign has a specific expected result. Second, campaigns require a more organized and impactful effort to persuade others. Third, the campaign is limited in time. Fourth, proof of the message of a campaign is the campaign activity itself.

Basic components of the campaign proposed by Cox (2013) . The first is objective, meaning that it refers to specific decision-making with a broad goal direction. The second is the audience, the campaign organizer must know the parties who will respond to the campaign being carried out. Lastly is strategy. According to Simandjuntak (2003) , strategy is a way to achieve certain goals in the long term within the scope of the organization to get the best performance. According to Mintzberg (1994), strategy is related to four important things, namely strategy as a pattern, strategy as a plan, strategy as a position, and strategy as a view.

Based on the theories of experts about campaigns and strategies, it can be concluded that campaigns and strategies are two important things that cannot be separated. An organized campaign with a general audience goal needs a good strategy so that the objectives of a campaign can be achieved. In environmental campaigns, the strategies used can be adapted to the characteristics of the intended audience. Most environmental campaign strategies are adapted to age, habits, and other characteristics by campaign organizers. One of the best examples of strategies for millennial and z generation audiences is through social media because these two generations are the closest to internet technology.

3 Method

The method used in this paper is content analysis, which is research that discusses in depth the content of written or printed information in the mass media. In general, content analysis is defined as a method that consists of all analyzes of the content of the text, but the content analysis is also used to describe a specific analytical approach (Asfar 2019). Content analysis can be used to analyze every form of communication, be it newspapers, radio news, advertisements or other documentation materials. Almost all social science disciplines use this method as a research technique/method. In a study, content analysis can be used as a method if it has the following conditions; (1) The available data consists of documentation materials, be it books, newspapers, recordings, or manuscripts; (2) There is complementary information or theoretical framework as an approach method to the existing data; (3) Researchers can technically process the materials that have been collected because the documents are specific. Based on this, the type of data used is secondary data with data collection derived from documents listed on Instagram @greenpeaceid social media.

4 Result and Discussion

4.1 Climate Change

One of the villages located in the Muara Baru sub-district, North Jakarta, has been swallowed up by seawater for the last ten years. The rest of the buildings such as mosques and schools still stand strong even though they can no longer be used because they are submerged in seawater. Ten years ago no one cared about the seawater that started to inundate the village. The majority of people think that this event is only the result of high tides or commonly known as rob. In the past, the terms climate change and global warming were not as popular as they are now in Indonesia. Thus, there are no vigorous movements that speak out about the importance of the effects of climate change.

Such conditions do not only exist in Jakarta but also in other countries. Like the City of Venice in Italy is expected to sink by 2025. Silicon Valley in California, and Shenzhen in

China, Maldives, Nauru, Pacific Islands, and other cities are expected to sink by 2050. Global warming through the greenhouse effect that causes climate change in the world is starting to be felt by the general public. Even in Indonesia itself, the severe forest fires that occurred in 2019 were caused by extreme air temperatures in Sumatra and Kalimantan causing many deaths due to smoke that causes respiratory diseases. For several months some cities have felt firsthand the effects of the smoke from forest fires, such as Pekanbaru and Jambi.

When the rainy season arrives, problems due to climate change such as flash floods often occur due to high rainfall but no soil infiltration. This is due to the conversion of infiltration land into residential areas. There are fewer protected forests, even though their function as a catchment area is very much needed. So that the flow of water that flows causes flooding in residential areas.



(Source : https://www.instagram.com/p/KOrQ48zQrs/?utm_source=ig_web_copy_link)

In the first post, Greenpeace seems to describe the condition of tigers who are increasingly narrow in their forest habitat, so that they are confused about finding a place to live. . Competence to understand how important the forest is as a habitat for living things in it is something that cannot be underestimated, because with an understanding of flora and fauna habitats, especially those in the forest, it will have an impact in the form of awareness to the community so that they are not arbitrary in managing or utilizing forests.

Since 2012 Greenpeace has posted 3,052 posters/posts related to the environment, *including* photos and videos, covering 732 *reels*, then 37 *Highlight stories*, and 13,000 posts with the

hashtag Greenpeace Indonesia.

4.2 Communication Strategy in Greenpeace Campaign on Social Media



(Source : <https://www.instagram.com/greenpeaceid/>)

On Greenpeace Indonesia's Instagram account, namely the @greenpeaceid account, there is a highlight named 'Ngobrol Asap' which has been uploaded since 2019, this post contained *stories* that provided information to the public about forest fires in 2019 and the impact of the smoke from the fires.



Fig. 3.

(Source : <https://www.instagram.com/stories/highlights/17853726190470020/>)

In the spotlight, the first story begins with a *question box* with a photo background of a person in a burning environment. On the other side, there are capital letters on a green background which is the opening topic for this spotlight called 'Ngobrol Asap'. *Question box* contains the question 'What should we do?' became one of the questions that sparked discussion from *followers* on the words 'SASAP SEASON IS COMING AGAIN', so that the expectations of *followers* are their opinions and views on the article. Some of the answers from *contain* their opinions as shown in the following image,



Fig. 4.



Fig. 5.



Fig. 6.

(Source : <https://www.instagram.com/stories/highlights/17853726190470020/>)

followers one of Greenpeace Indonesia's strategies to open a space for an exchange of information between individuals on the topic of climate change. The climate campaign carried out by Greenpeace Indonesia fulfills the study area of environmental communication according to Cox (2013), namely public participation in decision-making on environmental issues. Based on the answers to the three photos, it can be seen that the answers given by the community come from the personal opinion of the community itself. Greenpeace Indonesia also responded to this answer with words of support and full agreement. This is Greenpeace Indonesia's strategy in providing *feedback* to confirm the community's answer which is information to other communities.

Forest fires are one of the contributors to carbon emissions so when forests burn, they will cause carbon monoxide pollution (Wahyuni & Suranto 2021). The role of the forest is a store carbon reserves and absorbs excess carbon dioxide in the air which is then converted into oxygen through photosynthesis. Forest fires will affect climate change because of the carbon stored in the air (Septiyan 2019).

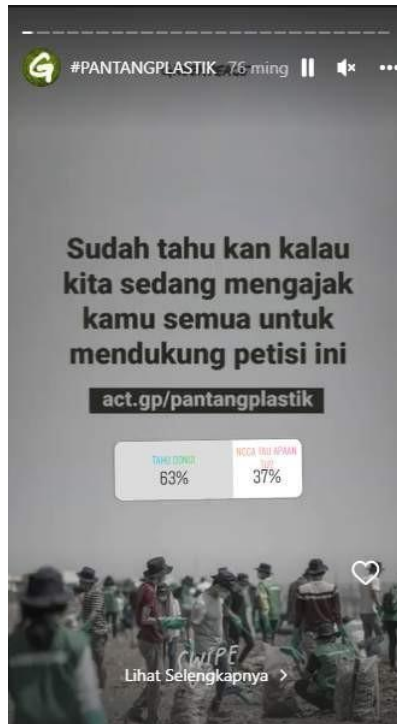


Fig. 7.

(Source : <https://www.instagram.com/stories/highlights/17862547781436897/>)

#PANTANGPLASTIK is one of the highlights on the @greenpeaceid instagram account which was uploaded in 2021. In the highlight of this story, Greenpeace Indonesia provides brief information to *followers* about the plastic abstinence petition they are currently doing, in the first post in the highlight it is also equipped with a poll with the question "Did you know that we are inviting all of you to support this petition?". This first post shows that Greenpeace Indonesia is attracting the public to participate in the petition.



Fig. 8.

(Source : <https://www.instagram.com/stories/highlights/17862547781436897/>)

In the second story post the highlight of #PANTANGPLASTIK Greenpeace Indonesia created a *question box* so *followers* can freely ask questions about the petition they are doing. The way that Greenpeace Indonesia is in the spotlight is again trying to involve the public in exchanging information. The questions asked by *followers* will become a forum for information for others, especially when the questions have been answered by Greenpeace Indonesia in terms of information regarding the petition. Other people who still do not understand about the petition that is being carried out by Greenpeace Indonesia do not need to ask questions again, but can directly read the answers that are in the spotlight. And even the spotlight of #PANTANGPLASTIK will also be a source of future information regarding the climate campaign carried out by Greenpeace Indonesia.

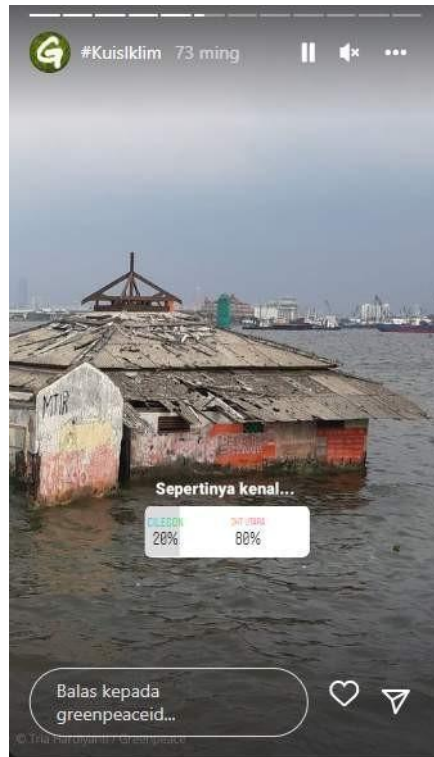


Fig. 9.

(Source : <https://www.instagram.com/stories/highlights/17875275401190623/>)



Fig. 10.

(Source : <https://www.instagram.com/stories/highlights/18202821796054733/>)



Fig. 11

(Source : <https://www.instagram.com/stories/highlights/18092026309243925/>)

Figures 9, 10 and 11 are highlights on the @greenpeaceid account in the form of a climate quiz. The form of quiz questions is so simple, just basic questions about the climate that is currently happening. There are stories whose answers are in the form of polls only and there are also those whose answers are in the form of options. The quiz does not give prizes to *followers* who answer everything correctly, they just want to test their knowledge about current climate issues. The existence of this quiz is a way to make people more interested in climate campaigns by testing their knowledge, because so far they are only used to reading information related to climate issues.



Fig. 12.

(Source: <https://www.instagram.com/p/CffsArChndJ/?igshid=MDJmNzVkMjY=>)

One of the posts that got tens of thousands of *likes* shows a comparison of the condition of the ice sheet in the Arctic 100 years old with the present. Accompanied by instruments that seem to explain climate change concerns from time to time, this post provides an overview of the climate crisis that is increasingly concerning, the reality shown in the photo invites people not to ignore the phenomenon of the climate crisis. The post was uploaded on July 2, 2022 and received 21,057 likes and 168 comments from Instagram users. The efforts made by Greenpeace Indonesia through this post are included in the pragmatic function in the concept of environmental communication, because of the appeal or warning in the post. This pragmatic function aims to educate, warn, mobilize and invite the public to care about the surrounding conditions through communication efforts that have been made (Cox 2013).



Fig. 13.

(Source: <https://www.instagram.com/reel/CfXxohVhoVG/?igshid=MDJmNzVkMjY=>)

In another post in the form of *reels*, Greenpeace Indonesia describes several product brands that dominate pollution on Tidung Island and is followed by several other items like plastic straws. This post also provides a brief explanation of the steps taken by Greenpeace to deal with this problem, as stated in the *caption* that Greenpeace Indonesia has taken, sorted, and calculated the amount of waste from various brands found on Tidung Island. In this post, Greenpeace Indonesia urges consumers to be wise in disposing of waste and producers of related products to be responsible for handling plastic pollution, for example by reducing the use of single-use items. *likes* has received 26,635 and 326 comments, since this post was uploaded, namely on July 29, 2022.

According to Cox (2013) Media and journalism are one method of environmental campaigning because they provide news about environmental issues that are being highlighted and the media also can frame an issue to be seen by many people and attract attention from various groups to increase public participation in addressing environmental problems, of course through sustainable education. In the environmental issues raised in the post above, Greenpeace seeks to report waste from various brands that are commonly found around Tidung Island and package it with creative videos to attract the audience's reading interest, not

only this content is not just news but a form of advocacy to the authorities against a product with the mentioned brand to reduce single-use packaging because apart from being difficult to decompose, the packaging is also difficult to reuse.



Fig. 14.

(Source: https://www.instagram.com/p/Cex0fx6B8pH/?utm_source=ig_web_copy_link)



Fig. 15.

(Source: https://www.instagram.com/p/CfEO5WmBlIk/?utm_source=ig_web_copy_link)



Fig. 16.

(Source: https://www.instagram.com/p/CfVttiXLFrt/?utm_source=ig_web_copy_link)

Figures 14, 15, and 16 are post *feeds* from the @greenpeaceid account that highlight the issue of the climate crisis. In the three posts, Greenpeace Indonesia conducted education for social media users about the impact of the climate crisis. Greenpeace Indonesia explained what impacts have been felt by the community from the climate crisis, not only from the environment but from an economic perspective as well, such as rising food prices due to production scarcity in which the scarcity occurred due to high rainfall and caused crop failure. , so that food prices soared. Then in another post, Greenpeace Indonesia also explained other impacts of the climate crisis such as floods, heat waves, and landslides, while the impacts caused by these disasters were major damage to the surrounding area and disruption of population mobility. It can be concluded that the campaign pattern carried out by Greenpeace Indonesia in posting *feeds* is to educate and warn about the impact of the climate crisis from time to time.

Environmental campaigns need a strategy so that the message the campaign makers want to convey can be conveyed properly to the general public. In conducting climate campaigns, Greenpeace Indonesia intensively uses Instagram @greenpeaceid media to disseminate information, and invite and persuade the public to be more aware and concerned with climate issues. Currently, the issue of climate change is being raised due to the large amount of news that is spreading regarding the impacts of climate change. Global warming, the greenhouse effect, sea level rise, natural disasters and energy saving have always been topics that never go out in the community. Talking about climate change community involvement is very important. Especially in efforts to deal with climate change that occurs, the role of the community is needed. Thus, a strategy is needed so that the community is encouraged to participate in solving problems caused by climate change.

Greenpeace Indonesia's strategy has been very good. They take advantage of all the Instagram social media facilities as well as possible to campaign on the issue of climate change to the community. Based on our analysis, Greenpeace Indonesia has a unique strategy pattern in campaigning for climate change through its social media. Through *feed* , they are aggressively disseminating as much detailed information as possible to the public, equipped with data, persuasive sentences and satire related to climate change. Their posts listed in the *feed* vary in form, there are *swipes*, short videos, *reels* and pictures. These varied posts make the information conveyed feel fresher for *followers*, so they don't get bored.

Greenpeace Indonesia is also aggressively using the *story* and highlighting features on their Instagram. There are several highlights whose contents are in the form of story posts containing information, facts, and images. Through the *story*, Greenpeace Indonesia has a

strategy pattern that is trying to interact with *followers*. They carry out a strategy with *question boxes*, quizzes and questions about climate so that the interaction between *followers* and Greenpeace Indonesia is more suppressed. The emphasis on interaction makes the campaign that Greenpeace Indonesia carries out even more impact because there is a network search process that they carry out. With this interaction, the campaign network can be wider and people's attention can also be seen clearly.

5 Conclusion

Currently, environmental issues are emerging in the community. This is due to a large number of news and cases that are the impact of environmental damage. Climate change is one of the consequences of environmental damage. This alarming situation must be immediately communicated to the wider community. One way that can be done is through a campaign to care for the environment. Of course, we don't want to feel the impact of climate change and environmental damage, therefore small movements are needed so that people are more aware of the environmental conditions around them. Many environmental care organizations have sprung up, both domestically and abroad. One of the existing organizations is Greenpeace Indonesia. Greenpeace Indonesia has always been active in speaking out about environmental issues that are happening in Indonesia and even the world. So far, Greenpeace Indonesia has organized and conducted many campaigns related to climate change and the environment.

The campaign carried out by Greenpeace Indonesia is a campaign that is sustainable in nature, meaning that it is not bound by a certain period. One of the media used is social media Instagram @greenpeaceid. They take advantage of the features on Instagram for their campaign on climate change to the public. They intensively post on *feeds* and *stories* containing all forms of information about the issue of climate change. A good campaign requires a strategy. Likewise, Greenpeace Indonesia's campaign on the issue of climate change has a strategy for campaigning for the community. Greenpeace Indonesia's strategy is to make the public aware by disseminating information through *feed*. And also the emphasis on interacting with other people and the networking they do through posts on *stories*.

Greenpeace Indonesia has carried out various forms of campaigns to voice environmental issues, especially regarding the climate crisis, ranging from photos, creative videos, posters, to questionnaires. These various methods are carried out to attract people's attention so that they can take part in handling the climate crisis, even if it is a small thing. The things that can be considered to be applied to the community include: (1) taking systematic and educational actions for the community. such as webinars or calling for environmental awareness directly with practice (2) advocating for the authorities, especially those who produce or use tools that are less environmentally friendly. (3) Conduct regular evaluations of the campaigns that have been carried out so that they can innovate in voicing environmental concerns and not be monotonous.

These are suggestions that Greenpeace Indonesia or other environmental agencies can make as well as encouragement for the community to work together to solve environmental problems, especially regarding the climate crisis.

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