

Discourse of Plastic Waste Awareness (Discourse Analysis on Instagram Account @zerowaste.id_official)

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Abstract

The mainstream media is no longer able to stand independently and cannot produce news content that is fair and transparent to the public. Nowadays, the media prioritizes content that can generate profits for themselves. One issue that is considered less profitable is the environmental issue, as some media outlets believe that it is not a popular topic for public discussion. According to data published by the Ministry of Environment and Forestry in February 2019, Indonesia generates at least 64 million tons of waste, including plastic waste. In contrast, the social media platform Instagram, which is considered effective in disseminating information, is being utilized by the environmental community, such as Zero Waste Indonesia, to promote awareness about plastic waste and implement the 5R principles (Reduce, Reuse, Recycle, Rot, Refuse) through the 30 Days Zero Waste Challenge. This research adopts a critical qualitative approach, employing Norman Fairclough's Critical Discourse Analysis and examining it from an environmental communication perspective. The findings of this research suggest that Zero Waste Indonesia collaborates with various institutions and brands that share the same objectives to produce their texts. The theme of the 30 Days Zero Waste Challenge, initiated in 2018, is built upon the prevailing social issue in Indonesia, which is the plastic waste emergency. Moreover, the Zero Waste Indonesia community has successfully implemented the 5R principles in society. Academically, it is recommended to further explore environmental issues on social media using the tools of discourse analysis to provide new sources of reading material. In practical terms, it is suggested that Zero Waste Indonesia expands its presence on other social media platforms and utilizes live streaming features to convey verbal messages about plastic waste awareness, making it easier for the general public to understand.

Keywords: Environmental Communication; Norman Fairclough Discourse; Plastic Waste Care Discourse; Social Media; Zero Waste Indonesia

INTRODUCTION

The environment is a place where all living creatures, including humans, animals, and plants, can coexist harmoniously. However, it is unfortunate that many people do not participate in preventing environmental pollution. Various factors contribute to environmental pollution, such as motor vehicles, cigarette smoke, and factory emissions, all of which can produce harmful air pollutants. Additionally, the continuous generation of waste can cause environmental damage and various health issues for living organisms (Aeni, 2021). Plastic waste is a serious problem due to its non-biodegradable nature. Its presence continues

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to increase each year, leading to massive ecological damage (Greenpeace, 2019). Plastic waste is extremely difficult to eliminate from the Earth. Even when plastic waste is carried by ocean currents, it only breaks down into smaller pieces known as microplastics (Ambari, 2021). Burning plastic waste releases toxic fumes that can be harmful if inhaled, especially if the incineration process is not carried out properly, resulting in the emission of dioxins into the air (Sita, 2019). According to data published by the Ministry of Environment and Forestry (KLHK) in 2020, Indonesia produces approximately 67.8 million tons of waste per year (Utami, 2020), with 62 percent of it being domestic waste (Wulandari, 2020). Environmental degradation has become a global issue affecting all countries and continents, transforming from a local problem to a global concern (Syarif & Wibisana, 2010, p. 7). Based on the presented data, it can be concluded that Indonesia is facing a plastic waste emergency (Juniartini, 2020).

Despite being in a state of plastic waste emergency, this issue is rarely covered or discussed extensively by mainstream media. Environmental issues, particularly waste-related concerns, are often deemed unappealing and unprofitable for journalists and media outlets that prioritize commercial interests (Sinaga, 2017). It is challenging to find media outlets that adhere to independent reporting principles. News coverage of environmental issues, whether disasters or innovations, fails to capture the attention of mainstream media, which focuses on ratings and viewership numbers (Agustina, Dewi, Soemantri, Qureshi, & Moenanto, 2020). However, certain individuals and communities strive to raise awareness about Indonesia's urgent waste situation, utilizing the advancements of the internet. According to data provided by the Ministry of Communication and Information Technology of the Republic of Indonesia (Kominfo), the number of internet users in Indonesia has reached 63 million, with 95 percent of them accessing social media platforms (Kominfo, n.d.). The emergence of social media platforms has significantly influenced society, enabling easy sharing of information through text, images, videos, active participation in activities, and serving as a platform for sharing (Cahyono, 2016). The internet offers an opportunity to highlight the importance of environmental issues for a wider audience.

The 2021 Edelman survey indicates that public trust in mainstream media has declined, as people perceive them as biased, lacking independence, and prioritizing politically-driven content over general information that is essential to the public (Sukoyo, 2021). Consequently, people are turning to social media for comprehensive information. A survey conducted by

Katadata Insight Center in collaboration with Kominfo reveals that the public has more trust in social media compared to other forms of media due to the availability of comprehensive and easily accessible information for everyone (Burhan, 2020). In the context of environmental communication studies, social media plays a significant role (Ardian, 2018). The dissemination of information and calls for plastic waste awareness on social media platforms like Instagram is rapid and easily accessible, and it allows for individual interpretations.

Based on the aforementioned studies, it appears that some issues, particularly those related to environmental issues like the waste emergency in Indonesia, have not received a fair share of mass media coverage. These issues are considered unappealing and unprofitable for journalists and media outlets. However, the problem of waste is crucial for the public to be aware of. In light of this phenomenon, the researcher examines a campaign called "30 Days Zero Waste Challenge" posted by the Instagram account @zerowaste.id_official using Norman Fairclough's Critical Discourse Analysis. The research problem formulated for this study is as follows: How does the discourse formed by the Instagram account @zerowaste.id_official aim to encourage people to care about plastic waste and adopt a minimal plastic lifestyle (the 5R Principles)?

Theory of Critical Discourse Analysis (CDA) by Norman Fairclough

The discourse analysis proposed by Fairclough focuses on viewing language as a practice of power (Fairclough, 2010, p. 7). Fairclough's discourse analysis model is often referred to as a social change model because, according to Fairclough's understanding of discourse, discourse is considered to have three influential effects. Firstly, discourse can contribute to and construct social identities and positions of subjects. Secondly, discourse can contribute to the construction of knowledge systems and beliefs. And thirdly, discourse can construct social relations within society (Eriyanto, 2003, pp. 285-286).

Critical Discourse Analysis, commonly known as CDA, combines linguistic studies related to social and political thought with the development of social theory and language. To achieve this, Fairclough divides CDA into three dimensions: text, discourse practice, and sociocultural practice (Darma, 2009, p. 196). The textual dimension is analyzed through a linguistic perspective, examining vocabulary, semantics, and sentence structure. It includes coherence and cohesion, how words and sentences are combined to create meaning. The discourse practice dimension is concerned with the processes of text production and consumption.

Lastly, the sociocultural practice dimension relates to the context beyond the text and its wider social context (Eriyanto, 2003, pp. 286-288).

Environmental Communication

Environmental communication is a constitutive and pragmatic means of fostering understanding between humans and the environment, as well as the relationship between humans and nature. The pragmatic function of environmental communication is closely related to raising awareness, education, mobilization, persuasion, and assisting individuals in addressing environmental issues (Yenrizal, 2017, p. 9). The study of environmental communication also examines how humans perceive and construct socio-cultural views of nature through specific language and symbols as a guide for action and directing human behavior towards the surrounding environment (Senecah, 2004, p. 3). Furthermore, environmental communication encompasses several aspects, including discourse on the environment, environmental journalism, public participation, education and advocacy campaigns (social marketing), environmental collaboration and conflict resolution, risk communication, and the representation of environmental issues in popular culture (Ardiasn, 2018).

Environmental Issues and Waste

The environmental issues that occur are caused by human attitudes and behaviors that were not anticipated beforehand through a preventive approach (Ramli & Baderan, 2009, p. 57). Environmental damage does not happen suddenly; it occurs gradually and can decrease the quality of the environment (Syarif & Wibisana, 2010, p. 3). Environmental damage is often associated with air pollution from motor vehicles and burning, climate change, and the imbalance in preserving biodiversity. However, it is not limited to those factors alone; environmental damage can also occur due to waste. Citing data from the Ministry of Environment and Forestry in 2012, it is recorded that each individual produces about 2 kilograms of waste per day. Furthermore, there are two ways to handle waste. Before the concept of zero waste emerged, the term "reuse" was used to refer to the practice of utilizing plastic packaging again. It involves reusing plastic packaging, and non-hazardous waste is sorted for long-term utilization (Irianto, 2015, p. 52).

Zero Waste Lifestyles

The zero waste lifestyle or zero waste living is a concept that was introduced by a chemist named Paul Palmer from Oakland, California, in 1970. In simple terms, zero waste is an environmentally friendly approach that involves avoiding or minimizing the use of things that

will create waste, such as plastic (Bahari, 2019). The concept of zero waste is not just about managing waste to eliminate plastic waste generated by humans; it also emphasizes the efforts of waste sorting and reduction to achieve zero waste at the Final Processing Site (TPA) (Widiarti, 2012). Within the concept of zero waste, there are also the 5Rs principles. Initially, the zero waste principles consisted of 3Rs, but later Bea Johnson added two more Rs, making a total of 5R: Refuse, Reduce, Reuse, Recycle, and Rot (Zulfikar, et al., 2021).

Instagram

In general, Instagram can be defined as a mobile application that can be used on Android, iOS, and Windows phones, where users can capture, edit photos or videos, and upload them to their Instagram profile or Insta Story. The uploaded photos or videos will then appear on the feed of other Instagram users who are following each other. The social connection system in this social media platform is referred to as followers and following. Apart from being able to view content uploaded by other users, Instagram also provides features such as comments, likes, and Direct Messages, which allow users to interact with each other (Winarso, 2015). The presence of the Zero Waste Indonesia account on Instagram aims to invite, educate, and inform people about the plastic waste emergency in Indonesia. Utilizing the aforementioned features of Instagram, Zero Waste Indonesia endeavors to encourage Indonesian citizens to be concerned about plastic waste and adopt a minimal plastic lifestyle.

METHOD

This research adopts a qualitative approach and a critical paradigm, which means it emphasizes efforts to uncover distortions at the surface level, the multi-level reality, and value-based activism for human empowerment (Neuman, 2011, pp. 108-123). The researcher aims to delve into the phenomena deeply (Kriyantono, 2006, p. 55) and uncover the underlying sources of social control, power relations, and inequalities or injustices in the broadcasting content produced by mainstream media regarding environmental issues, particularly the current state of Indonesia facing a plastic waste crisis. Thus, the researcher aims to reveal hidden truths and assist the public in improving the quality of the environment through the discourse on plastic waste awareness advocated through the social media community of Zero Waste Indonesia (Neuman, 2011, p. 124).

In this research, the object of study is text. The texts examined consist of 11 image posts and their accompanying caption narratives in the 30 Days Zero Waste Challenge campaign by @zerowaste.id_official. These images and captions are related to activities promoting plastic

waste awareness and the education of the 5R principles to the community. The data collection methods employed are documentation and semi-structured interviews. The documents used include the texts contained in the 11 image posts and caption narratives in the 30 Days Zero Waste Challenge campaign by @zerowaste.id_official, which are relevant to the application of the 5R principles. Through the method of Critical Discourse Analysis by Norman Fairclough, the findings of this research will be categorized into three main points corresponding to the three dimensions of Norman Fairclough's critical discourse model. These dimensions consist of the text dimension, discourse practice dimension, and sociocultural practice dimension.

RESULTS AND DISCUSSION

The General Description

Zero Waste Indonesia is an online-based community with the goal of encouraging the Indonesian society to be concerned about plastic waste and adopt a zero waste lifestyle. Zero Waste Indonesia community was established on April 1, 2018, by Maurilla Imron and Kirana Agustina. The date of April 1 coincides with Earth Day.



Pictures 1. Zero Waste Indonesia's Logo

Source: Google.com

The ZWID community plays an active role in raising public awareness about the importance of having a mindful mindset in waste management by implementing the 6R principles: Rethink, Refuse, Reduce, Reuse, Recycle, and Rot. These 6R principles are disseminated through their Instagram account named @zerowaste.id_official. On this Instagram account, they not only publish information about waste management, including both organic and non-organic waste like plastic, but also various campaigns. The community has launched various environmental campaigns, such as the #TukarBaju campaign, #HabiskanMakanmu campaign, 30 Days Zero Waste Challenge, and many others, all with the common goal of encouraging people to join together in saving the Earth. The 30 Days Zero Waste Challenge is claimed to be a starting point for adopting a more environmentally conscious lifestyle, promoting

healthier, more frugal, and simpler living. In the 30 Days Zero Waste Challenge, there are 30 activities to be carried out from December 31, 2020, to January 30, 2021.

Findings

No	Upload Date	Content Title
1	January 1, 2021	Trash Audit
2	January 2, 2021	Buat Zero Waste Kit
3	January 4, 2021	No Plastic Straw "it's only one plastic straw, said 8 billion people"
4	Januari 6, 2021	Gunakan Botol Reusable, Kenapa?
5	January 11, 2021	Beralih ke Sikat Gigi Bambu
6	January 12, 2021	Ubah ke Sabun atau Shampoo Tanpa Kemasan
7	January 16, 2021	Refill My Bottle
8	January 20, 2021	Belanja Tanpa Kemasan
9	Januari 21, 2021	Bawa Bekal Dari Rumah
10	January 23, 2021	Beralih ke Menstrual Cup atau Menspad
11	January 25, 2021	Tolak Yang Tidak Perlu

Table 1. Image Text in 30 Days Zero Waste Project Used as data in Norman Fairclough's Text Dimensional Analysis

Source: Google.com

Through the critical discourse analysis method of Norman Fairclough, the findings of this research will be divided into three focuses that refer to the three dimensions present in Fairclough's critical discourse analysis, namely the textual dimension, the discourse practice dimension, and the sociocultural practice dimension. The data collection techniques in this research consist of two methods: analyzing texts obtained from the documentation of 11 textual images from the 30 Days Zero Waste Challenge project specifically related to plastic waste awareness, and conducting semi-structured interviews with the Head of Digital Activation to enhance the findings in the discourse practice dimension, an Environmental Activist from InspiraSea Bontang, and an environmentally-conscious university student to enhance the findings in the sociocultural practice dimension. From the perspective of Norman Fairclough's critical discourse analysis, texts and discourses are socially constructed. Language use is always socially structured by social identities, social relations, and systems of knowledge and beliefs. Furthermore, Fairclough states that language is not only socially structured but also seen as socially constitutive (Fairclough, 2010, p. 7). Here are the textual images that serve as the data findings and are analyzed within the textual dimension of Norman Fairclough's analysis on table 1.

1. Text Dimension Analysis

a) Representation of the Application of the Rethink, Refuse, Reduce, Reuse, and Recycle Principles and the Minimal Plastic Waste Lifestyle in the 30 Days Zero Waste Challenge Posts

The Instagram account @zerowaste.id_official, which currently has over 150 thousand followers, contains image-text content that revolves around the concept of sustainability, particularly related to the movement of caring for plastic waste. It all started with the concern of Maurilla Imron, the Founder of the ZWID community, regarding the news circulating in online media about Indonesia being in a plastic waste emergency. This led to the creation of a campaign wrapped in a challenge called the 30 Days Zero Waste Challenge, which took place from December 31, 2020, to January 30, 2021. The 30 Days Zero Waste Challenge project on ZWID's Instagram account is interesting to examine from the perspective of how environmental communication concepts are applied and can represent the 5R principles: Rethink, Refuse, Reduce, Reuse, and Recycle, within the movement to care for plastic waste.



Pictures 2. Nine Pictures of Representasion Element Analysis

Source: www.instagram.com/zerowaste.id_official

From the analysis of the text dimension, elements of representation that examine the use of vocabulary, clauses, persuasive sentences, informative sentences, and emphasis sentences in the image-text and caption narratives of 9 out of 30 images of the 30 Days Zero Waste Challenge successfully represent the 5R principles or Rethink, Refuse, Reduce, and Recycle, even though they are not explicitly stated in the text. This success can be seen in how ZWID conveys messages that are easily understood by people who are new to adopting this lifestyle. If there are prohibitions, ZWID also provides solutions. Additionally, the activities described in the text are often accompanied by relevant icons. Furthermore, in accordance with the aspects within the concept of environmental communication, ZWID educates the public through campaigns with the aim of changing people's habits and achieving the same vision as ZWID, which is about implementing a minimal waste lifestyle (5R) in Indonesia.

b) The Relation between The Text Creator and The Participants Featured in the text of the 30 Days Zero Waste Challenge

The second element to be analyzed in Fairclough's text dimension is the element of relation. Fairclough explains that the element of relation involves how participants in a media are presented in a text. Media is seen as a social container, where all groups or audiences within society convey their versions of opinions and ideas. The focus of Norman Fairclough's analysis of relations is not on how the audience is presented in the media, but on how the patterns of relationships that occur are presented in a text (Fairclough, 1995, p. 125). Therefore, in the analysis of text within this element of relation, the researcher focuses on the relationships formed by the text creator with the participants who take part in the 30 Days Zero Waste Challenge activities, which are also related to the 5R principles.



Pictures 3. Two Pictures of Relation Element Analysis

Source: www.instagram.com/zerowaste.id_official

The analysis of the relation element in this study ultimately yields one important point, which is the relation between ZWID and RefillMyBottle and Baby Oz in the text of the 30 Days Zero Waste Challenge. The writer attempts to raise awareness among the public that continuously using single-use plastic bottles and disposable diapers can harm the environment, considering that both items are made of materials that are difficult to degrade or decompose. Therefore, ZWID, RefillMyBottle, and Baby Oz support each other in encouraging the public to show more love for the environment by using reusable products, which aligns with one of ZWID's principles.

c) The Creator Identity Through the 30 Days Zero Waste Challenge Post in the Text of the Application of the 5R Principles

The last element of the text dimension analysis is the identity element. Fairclough examines how the text producer is presented and constructed within a text. This element aims to understand the position and perspective of the text producer in relation to a problem or social group involved. In the context of this study, it focuses on the application of the 5R principles

by the ZWID community through the 30 Days Zero Waste Challenge posts. In this challenge, it is evident that the text producer positions themselves as part of the group actively contributing to the activity. The first observation regarding the text producer's alignment with the participating group is their creation of interactive communication through question-and-answer sessions in each challenge post and conducting Instagram live streaming.

Through the challenge posts, ZWID patiently and diligently applies the 5R principles, even though it is implicit in each image and caption. This is intended to shape the mindset of the public, encouraging them to adopt a minimal plastic lifestyle and understand proper waste classification and management. ZWID's approach to implementing the 5R principles in the challenge posts reflects a strong relationship between the ZWID team and the community, indicating that ZWID is aligned with the group actively participating in the activity. Furthermore, the text producer's identity is reflected in the use of hashtags in each post of the 30 Days Zero Waste Challenge. The hashtags that serve as the identity of ZWID are #ZeroWasteIndonesia, #BelajarZeroWaste, #NormalinYuk, and #SustainabilityStartsWithU. These hashtags convey messages related to the zero waste lifestyle and the application of the 5R principles, with the hope that these practices will be normalized by the community itself.

Additionally, the text producer actively assists the government in implementing relevant regulations concerning waste management and the prohibition of single-use plastics (plastic bags). ZWID does this through activities such as the 30 Days Zero Waste Challenge on Instagram, aligning with the government's efforts in promoting sustainable waste management practices. These are the findings from the text analysis of the 30 Days Zero Waste Challenge based on the three elements in Fairclough's text dimension on table 2.

Through the elements of representation, relation, and identity in Fairclough's analysis of the textual dimension, it can be observed that the text creator aims to promote discourse on plastic waste awareness to the public. As an environmental community, ZWID takes a stance in helping to realize government regulations and encourage the public to be more aware of the use of single-use plastics, which have often been overlooked by mainstream media. The perspective of the text creator as part of the environmental community presents an illustration of how the principles of zero waste living should be implemented. The enthusiasm conveyed by the text writer regarding zero waste living and the application of the 5R principles in everyday life, which is not difficult to adopt, is clearly evident in the text presented through images and caption narratives.

Text Element	Analysis Result
Representation	The text creator successfully represented the 5R principles implicitly in 9 image posts that represent the other 30 posts.
	The text creator represented the 5R principles through relevant icons related to the theme and appropriate arrangement of caption narratives.
Relation	The relationship between the text creator and RefillMyBottle and Baby Oz portrays a good collaboration between the environmental advocacy community and technology developers, as well as textile business owners, in working together to protect the environment.
Identity	The identity of the text creator can be observed through their positioning as a participant actively contributing to the event. This can be seen in how the ZWID team (text creator) conducted live streaming sessions on Instagram, engaging in question-and-answer sessions regarding the event and directly encouraging viewers to refuse single-use plastics that are difficult to decompose and recycle.

Table 2. Structure of the Dimensional Analysis of Norman Fairclough's Discourse Practice

2. Analysis of Discourse Practice Dimension by the Text Creator in Implementing the 5R Principles and Minimal Plastic Waste Lifestyle in the 30 Days Zero Waste Challenge Posts.

Fairclough argues that texts are shaped through discursive practices, which ultimately determine how the text will be produced. In the discourse practice dimension, Fairclough identifies three elements that need to be analyzed. The first element pertains to the text creator themselves and factors such as educational background, political and economic orientation, as well as ideology or beliefs. The second element is the relationship between the text creator and the organization involved in the production of the text. This element examines how the text creator and the organization make joint decisions. The third and final element looks at the patterns and stages of work in the production of the text (Fairclough, 1995, pp. 46-48). From the 11 text-image posts in the 30 Days Zero Waste Challenge, the author observes the emergence of discourses formed by ZWID to engage the public regarding the implementation of the 5R principles and minimal plastic waste lifestyle, as previously analyzed in the textual dimension. The discourses formed through the Instagram account @zerowaste.id_official are seen as a campaign medium to raise awareness among the public about the dangers and adverse environmental impacts of single-use plastics. The campaign is intentionally conducted through Instagram due to its wide audience reach and the mainstream media's limited attention to environmental issues.

This viewpoint is also expressed by Ms. Dewi Indriyani, the Head of Digital Activation at ZWID, who actively participated in the event and contributed to the composition of the text in the challenge posts. In a virtual interview, Ms. Dewi stated:

"...the background behind the establishment of the 30 Days Zero Waste Challenge is to collectively encourage people to transition to a minimal waste lifestyle, or as we call it in ZWID, the 6R. It must be acknowledged that this is not an easy task. Because of the challenges involved, having a support system or a community that shares through the hashtag #30dayszerowastechallenge becomes important. Here, we aim to gather zero waste enthusiasts from all over Indonesia to share and motivate each other. It's also for those who read the posts, for those who are still hesitant or struggling with the transition to a minimal waste lifestyle. Because if everything is done in a simple and consistent manner every day, it becomes easier, and indeed, the formation of ZWID itself was driven by the founder of Zero Waste Indonesia, Mrs. Mauril, who felt that Indonesia was in the midst of a plastic waste emergency and urgently needed the involvement of the community. Therefore, the various activities shared by ZWID are intended to reduce plastic usage in the future. Now, it's important to note that this challenge is not solely about prohibiting the use of plastic. ZWID presents the facts about waste in Indonesia, coupled with information on how waste management can be done from home. Additionally, ZWID provides information on alternative options to plastic that can be reused or do not contribute to the accumulation of new plastic waste. The aim is to educate and empower the community to make wise decisions regarding plastic usage in their daily lives" (Indriyani, 2021).

From the interview excerpt, it is evident that the selection of the theme "30 Days Zero Waste Challenge" is driven by clear and strong reasons. It considers the urgent plastic waste crisis in Indonesia and the confusion among the Indonesian population regarding how to adopt a minimal plastic waste lifestyle and manage their single-use waste. ZWID aims to alleviate this confusion by creating various activities that guide people in implementing the 6R principles in their daily lives, with one of those activities being the 30 Days Zero Waste Challenge.

Before the texts in the posts and captions for the 30 Days Zero Waste Challenge are formulated, there is a process of designing the content. ZWID is open to collaborations with government institutions, private entities, NGOs, academics, and other brands that share the vision and mission of environmental sustainability. Several collaborating institutions, NGOs, and brands in this initiative include the Ministry of Environment and Forestry, Health Department, Waste4Change, National Geographic Indonesia, Plastik Detox, RefillMyBottle, Demi Bumi, Baby-Oz, Zero Waste City, Social Impakt, and various universities in Indonesia. The goal of involving these entities is to bring hope for a plastic-free Indonesia. Multiple generations, including Generation X, Millennials, and Generation Z, actively contribute to this initiative.

During the process of creating texts for inclusion in the images or as captions, Dewi and the team conduct research on the accumulation of plastic waste in Indonesia and the fact that some people are not well-informed about proper management of single-use plastic waste, despite the Indonesian government's regulations on household waste management (Government Regulation of the Republic of Indonesia No. 81 of 2012 on Household Waste Management and Similar Waste to Household Waste). After extensive discussions, ZWID ultimately decided to adopt the theme "30 Days Zero Waste Challenge" to be conducted annually at the beginning of January. Instagram is used as the main social media platform to spread the word about the 30 Days Zero Waste Challenge. The application of the 6R principles shared in the posts of the 30 Days Zero Waste Challenge is not explicitly stated, but Dewi explains that ZWID strives to ensure that each post, caption wording, and hashtag selection represents the 6R principles. The effort to incorporate these principles is not limited to the textual content of the posts but extends to the narrative captions and hashtag choices as well.

"We strive to ensure that all 30 posts embody the 6R principles. And we believe that these principles can be followed by our Zero Waste friends in Indonesia. We don't just focus on the visuals; when creating content, we aim for a holistic approach, considering not only the design but also the wording, such as the choice of captions and hashtags." (Indriyani, 2021)

Although the above issue should be a significant topic discussed in mainstream media, the reality is that environmental issues are rarely given attention. This is because they are perceived to bring minimal profit to media owners and journalists. Therefore, ZWID aims to provide a platform for individuals who are genuinely concerned about the environment to continue sharing information and educating through social media.

"I understand very well why mainstream media rarely covers plastic waste issues. There are many pressing problems in Indonesia that are considered more crucial to report. Additionally, there are limitations in terms of time and available slots, and they choose to prioritize content that generates profit and advertisements. It's completely understandable, and that's why our community strives to use alternative media channels such as social media to create awareness among the public. Although the audience may be smaller, we believe that consistent and continuous efforts will eventually have a positive impact. Moreover, with the improvement of internet connectivity in Indonesia, there is a greater likelihood that the educational messages we convey can be received more quickly." (Indriyani, 2021).

Statement from Dewi indicates that the movement they are trying to create through the 30 Days Zero Waste Challenge posts is not possible without the support and willingness of the community to transition and learn together. Additionally, the involvement of various institutions, NGOs, and brand support plays a role in the smoothness and adoption of this

theme as an annual recurring activity aimed at raising awareness among the public about the importance of the 6R principles and minimal plastic living. From the second dimension, the discourse practice dimension, the following conclusions can be drawn in the following table:

Discourse Practice Element	Analysis Results
Text Author Background	<p>Dewi Indriyani and her team are attempting to raise awareness among the public to adopt the 5R principles and minimize waste through the posts of the 30 Days Zero Waste Challenge activity.</p> <hr/> <p>The discourse formed by ZWID regarding the text on the application of the 5R principles and minimal plastic waste lifestyle is derived from their concern that future generations may not experience an environment free from plastic waste.</p> <hr/> <p>In addition to promoting the discourse of implementing the 5R principles and a minimal plastic waste lifestyle, the posts of the 30 Days Zero Waste Challenge also depict that reducing the use and management of single-use plastic can begin from oneself or within one's own household.</p>
Text Production	<p>In the production of the text, the discourse of implementing the 5R principles and a minimal plastic waste lifestyle is closely intertwined with the thoughts, decisions, and collective support of the ZWID team, institutions/government, NGOs, academics, and brands that share the same vision and mission.</p>

Table 3. Structure of the Dimensional Analysis of Norman Fairclough's Discourse Practice

The efforts to promote the discourse of implementing the 5R principles and a minimal plastic waste lifestyle by Dewi Indriyani, the Head of Digital Activation and the author of the activity's posts, are strongly influenced by her social background, family experiences, values, and hopes she believes in. In the end, these aspects are reflected in the activity's posts that revolve around a minimal plastic waste lifestyle. Through her sensitivity and awareness, Dewi Indriyani strives to change the mindset of people who still use single-use plastics without proper recycling, which worsens the current environmental conditions. She indirectly invites and campaigns to the community through this challenge, as she realizes that if this step is consistently taken together, the resulting impact will be even better and will create a comfortable environment for future generations.

3. Sociocultural Practice Dimension Analysis Text Uploader 30 Days Zero Waste Challenge in Applications Text 5R Principals

In Fairclough's analysis of the social-cultural practice dimension, three interconnected points are identified: situational, institutional, and social context (Fairclough, 1995, p. 52).

a) Social Context

Several regulations regarding the management and prohibition of single-use plastics have been established and published. These include Government Regulation Number 27 of 2020 on Specific Waste Management; Government Regulation of the Republic of Indonesia Number 81 of 2012 on Household Waste Management and Similar Waste; Governor Regulation Number 142 of 2019 on the Obligation to Use Environmentally Friendly Shopping Bags; Minister of Environment and Forestry Regulation of the Republic of Indonesia Number P.75 on the Roadmap for Producer Waste Reduction; and Minister of Environment and Forestry Regulation Number 14 of 2021 on Waste Management in Waste Banks. However, people often remain indifferent to the impact of single-use plastics, despite the numerous regulations issued by the government. In an interview conducted by the author with environmental activist Suryani, it was stated that the current environmental condition in Indonesia is concerning and cannot be left unaddressed. People still exhibit apathy towards the impact of single-use plastics. Suryani shared:

"...because throughout my time as an environmental activist, I have encountered various types of people. Some are willing to immediately join us in collecting trash or planting trees, while others criticize us, saying, 'Why bother picking up trash when there are already sanitation workers?' But we cannot get angry. We must continue to set a good example and educate them until they get used to it. Additionally, I believe there is a lack of ecological literacy in the media, such as on TV. It's understandable that the public still has reservations about the activities that I and my fellow activists engage in" (Suryani, 2021).

Based on Suryani's statement, it is evident that the public is still not fully aware of the long-term impacts of single-use plastics. This is due to the minimal appearance of environmental issues or education in mainstream media. With the lack of ecological literacy in society, it can be observed that there is an imbalance in content presentation in mainstream media, such as television channels. In response to the issues of broadcasting content inequality within mainstream media, several environmental activists and communities have become more vocal in raising environmental concerns on social media, particularly Instagram. However, their efforts extend beyond just voicing environmental issues; they are actively involved in providing education and organizing challenges. One of these challenges is the 30 Days Zero Waste Challenge by Zero Waste Indonesia. This is the reason why Zero Waste Indonesia chose Instagram as their platform to raise awareness. Instagram is utilized as a medium to encourage Indonesian society to become more mindful of their own waste. Dewi Indriyani, the Head of Digital Activation at ZWID, stated:

"...This activity aims to change the mindset of the public so that they gradually want to change and take action. Our waste is not just plastic; there are various categories of waste that stem from our 'buy-use-dispose' mentality, which needs to be addressed. So, the focus of this activity is to raise awareness among the public that the use of single-use plastics is a futile activity that harms the environment" (Indriyani, 2021).

Dewi Indriyani's viewpoint is also supported by Febri Rachmawati, who emphasizes the importance of starting from oneself and changing one's mindset:

"...When I saw photos of waste in Bantar Gebang landfill and how it keeps increasing, it made me think, is it really that difficult to take care of the environment? Additionally, I was inspired by beauty vlogger Stephani Rose, who explained the concept of a green lifestyle in an interesting and easily understandable way. So, after seeing these two things, I started to change my mindset first and consistently practice it, hoping that our living environment can remain clean and healthy" (Rachmawati, 2022).

Furthermore, Dewi Indriyani also mentioned that many people actually want to start implementing the 5R principles in their daily lives, but they often feel confused or unsure of where to begin:

"Based on my observations, young people, especially ZWID's audience, are actually aware that waste is a significant problem with major impacts on the environment, society, economy, and health. The difficulty lies in realizing that waste is a problem, but sometimes we are unsure about how to start managing our waste. So, the content of the 30 Days Zero Waste Challenge by ZWID aims to educate the public on how we can take simple and continuous actions together to reduce our waste. It may not show significant results in the near future, but if done consistently, the impact will be visible" (Indriyani, 2021).

Based on the two statements provided by Dewi Indriyani, it is evident that there is a strong commitment to educate and encourage the public to adopt the 5R principles and a plastic-free lifestyle through the 30 Days Zero Waste Challenge. When Dewi and her team realized the public's enthusiasm for environmental preservation, they decided to create this activity. In addition to aiming to change the public's mindset, this challenge is also conducted to provide information about the environment (specifically plastic waste) that has been rarely broadcasted through mainstream media. The spirit of educating and encouraging the public to embrace the 5R principles, as expressed by Dewi and her team through this challenge, has received positive responses from Suryani, an environmental activist residing in Bontang, East Kalimantan, one of the areas with the highest plastic waste production. This activity brings a new sense of hope for Suryani and other activists in promoting a plastic-free lifestyle within the community.

"It's really great, in my opinion, this activity. Besides focusing on waste reduction, especially plastic waste, through its content, Zero Waste Indonesia indirectly educates the Indonesian people about a minimal waste lifestyle. If I'm not mistaken, it's called the 5R principles in a minimal waste lifestyle, right? Please correct me if I'm wrong. And as far as I know, this challenge is very easy to do, especially for beginners who want to try a minimal

plastic waste lifestyle. I even hope that many people in Bontang are aware of and participate in this activity because Bontang produces up to 90 tons of plastic waste each day" (Suryani, 2021).

All the responses from Suryani and Febri Rachmawati mentioned above lead to the conclusion that there are efforts to raise awareness and change the public's mindset regarding the accumulation and management of plastic waste, which is not yet optimal in Indonesia. The existence of content imbalance in mainstream media is an important reason for Dewi Indriyani and her team, as the creators of the activity, to present alternative narrative forms through images and texts as alternative educational media to promote a plastic-free lifestyle within the community.

b) Institutional

Fairclough explains that the institutional element in the dimension of socio-cultural practices can influence the formation of media production discourse. These institutions can originate from within the media itself or from external forces outside the media that ultimately determine the process of producing media texts.

In the production of images and caption narratives to be uploaded for the 30 Days Zero Waste Challenge, Dewi acknowledged that the production process involved several institutions and brands that share the same goals and are seen to have a positive influence on ZWID. Some of the collaborating institutions or brands in this activity are Puskesmas Polowijen, RefillMyBottle, and BabyOz. Puskesmas Polowijen is a Community Health Center located in Polowijen, Blimbing Subdistrict, Malang City, East Java. They participated in the process of educating the public regarding the management of single-use mask waste in accordance with Law No. 18 of 2008 on Waste Management. Since single-use masks fall under medical waste, Puskesmas Polowijen also conveyed the content of Minister of Environment and Forestry Circular Letter No. 2 of 2020 regarding the transportation and disposal of infectious waste in hazardous waste management.

Next, there is RefillMyBottle. RefillMyBottle is an application that identifies places where people can refill their bottles with drinkable water for free or for a fee. RefillMyBottle is also part of this educational challenge. Lastly, there is Baby Oz. Baby Oz is a local brand that produces various reusable products such as cloth diapers, menstrual pads, breast pads, cotton pads, and reusable adult diapers. Baby Oz recognizes the abundance of single-use products like disposable baby and adult diapers and plastic sanitary pads that are difficult to decompose or break down. In line with this awareness, Baby Oz contributes by providing education to the community through this challenge.

"We aim to be a bridge between the government, NGOs, business owners, academics, and the communit through social media. I have indeed participated in a live Instagram session with the Polowijen Community Health Center. In 2021, there has been a significant increase in mask waste. However, education on managing disposable mask waste is still very limited, resulting in accumulation in landfill sites. We are making efforts to reduce this." (Indriyani, 2021).

The alignment of goals between ZWID and these institutions/brands can be seen through the numerous collaborations conducted via live streaming on Instagram, webinars, and product promotions by ZWID in their posts. Based on Dewi Indriyani's response, it can be concluded that the success of a writer in addressing environmental issues, particularly plastic waste, which goes against the mainstream media narrative, is greatly determined by their own efforts and the collaboration with other institutions/brands to maximize the outcomes.

c) Situational

The worsening condition of plastic waste piles has led the Indonesian government to issue several regulations that should be implemented by producers and the general public. Despite the government's efforts in regulating the use and management of plastic waste, the dissemination of information related to these regulations is not evenly spread among the public. The lack of widespread information about environmental issues or the regulations made by the government regarding plastic waste in mainstream media reduces people's opportunities to learn about and understand aspects related to reducing and managing single-use plastic waste.

For environmental activists and communities concerned about the environment, the unfairness in the broadcasting world is a serious problem as it hinders the proper processes of environmental communication, including education and advocacy on environmental issues in mainstream media. In response to this, many environmental activists and concerned communities have turned to social media, which is seen as a platform where they can freely express their opinions, considering that waste management is a shared responsibility. Mainstream media, which has long been seen as prioritizing the economic and political interests of media ownership, is no longer considered independent and fails to prioritize the public's interests in obtaining sufficient information, including information regarding environmental issues. This situation confuses people who initially wanted to adopt a plastic-free lifestyle, as they lack clear and detailed information from mainstream media on where to start. To overcome this, people have flocked to social media to fill the information gap not provided by mainstream media. In light of this, environmental activists and concerned communities actively embrace individuals who are willing to change their mindset and

collectively strive to preserve the environment, as demonstrated by the Zero Waste Indonesia community on their Instagram platform.

Responding to the issues in mainstream media, Dewi Indriyani states that such circumstances have become commonplace and it is time for society as a whole to actively contribute to environmental preservation. It is seen as a shared responsibility. From the analysis of sociocultural practice dimensions that have been conducted, the following conclusions can be drawn and presented in the following table:

Sociocultural Practice Element	Analysis Result
Social Context	<p>Some Indonesian communities still lack eco-literacy and sensitivity towards the mounting problem of single-use plastic waste in landfill sites.</p> <p>The text creator is sensitive to the condition of Indonesia facing a plastic waste crisis.</p> <p>Through the 30 Days Zero Waste Challenge, there is a spirit from the environmental community (Zero Waste Indonesia) in their efforts to change mindsets and encourage people to adopt the 5R principles/minimal plastic lifestyle. It serves as a resistance against mainstream media's unfair broadcasting practices.</p>
Institutional	<p>Several institutions/brands and the text creator share a common goal in addressing the urgent issue of plastic waste in Indonesia.</p> <p>The success of creating the text is not separate from the collaboration between the text creator and several institutions/brands to ensure its wider dissemination.</p>
Situational	<p>The mainstream media is no longer independent as it prioritizes personal gains and does not provide comprehensive coverage of environmental issues. As a result, many people are turning to social media platforms, such as Instagram, to fill the information gap left by the mainstream media.</p>

Table 4. Structure of the Dimensional Analysis of Norman Fairclough's Sociocultural Practice

This research also revealed the efforts of environmental community groups, specifically Zero Waste Indonesia (ZWID), in addressing environmental issues, particularly the management and handling of single-use plastic waste, and promoting the implementation of the Rethink, Refuse, Reduce, Reuse, and Recycle (5R) principles to the public. Furthermore, it was found that several institutions or brands that share the same goals as ZWID have a significant impact on facilitating education to the community through social media platforms.

Discussions

Lack of eco-literacy leading to apathy among the Indonesian population towards the plastic waste crisis was also highlighted by Suryani, an environmental activist from InspiraSea Bontang, and Febri Rachmawati, a concerned environmental student, during a semi-

structured interview conducted by the author via the WhatsApp platform. Given that mainstream media is no longer reliable as the sole source of information dissemination, environmental activists, communities, and students take decisive steps to provide eco-literacy to the public through word-of-mouth systems and online campaigns, predominantly on Instagram. These efforts aim to increase public awareness and sensitivity towards the plastic waste emergency in Indonesia and encourage individuals to take responsibility by reducing or personally managing their single-use plastic waste. Suryani and Febri also emphasized that individual self-awareness is crucial in transforming Indonesia's status as a plastic waste emergency. Through the analysis using Norman Fairclough's Critical Discourse Analysis theory, the 11 selected images out of the 30 Days Zero Waste Challenge effectively address three dimensions of this theory:

1) In the textual dimension, the nine analyzed images successfully represent the implementation of the 5R principles and the minimal plastic lifestyle in the posts of the 30 Days Zero Waste Challenge. They utilize specific icons related to the theme and employ appropriate narrative captions that are easily understandable by the general public. Furthermore, these images establish a relationship between the text creators and the participants featured in the 30 Days Zero Waste Challenge, demonstrating the effective collaboration between ZWID and relevant institutions or brands that share the same environmental goals. The identity of the text creators, particularly Dewi Indriyani and her team, is also evident in the posts of the 30 Days Zero Waste Challenge, showcasing their active participation in the campaign and their engagement in live sessions for direct interaction with the audience.

2) Moving to the discursive practice dimension, the text creators' application of the 5R principles and minimal plastic lifestyle in the posts of the 30 Days Zero Waste Challenge is supported by two key images, serving as references for the primary informant, Dewi Indriyani, the Head of Digital Activation. Dewi explains that the discourse on the implementation of the 5R principles in this campaign is driven by her concern that future generations will not experience a healthy and clean environment free from plastic waste. She also emphasizes that this discourse is inseparable from the support of institutions/government, NGOs, academics, and brands with similar visions and missions.

3) Lastly, in the sociocultural practice dimension, insights from interviews with two informants, Suryani from InspiraSea Bontang and Febri Rachmawati, an environmentally conscious student, contribute to the understanding of the sociocultural context surrounding

the discourse of implementing the 5R principles in the posts of the 30 Days Zero Waste Challenge. Findings reveal that a significant portion of the Indonesian population lacks eco-literacy and remains unaware of the country's plastic waste emergency. Recognizing this, ZWID's team of text creators attempts to raise awareness and transform mindsets through online campaigns like the 30 Days Zero Waste Challenge. Collaboration with institutions and brands that share similar goals is crucial for reaching a wider audience. Furthermore, Dewi Indriyani highlights that social media now provides a new platform for individuals and organizations to fill the information gap left by mainstream media, particularly in regards to environmental issues. The lack of independence in mainstream media has led many activists and environmental communities to shift their focus to social media to provide eco-literacy to the public.

So far, Dewi Indriyani has not personally experienced the negative impacts of excessive plastic waste. However, based on her background and the reasons why she decided to contribute to environmental conservation, she aims to inspire and encourage collective learning and the adoption of a minimal plastic lifestyle with the community. She believes that by doing this together continuously, they can achieve more significant results. She expresses this sentiment through her involvement in the ZWID community and her collaborative efforts with fellow ZWID members. The good news is that several institutions and brands are willing to collaborate with ZWID to promote environmental conservation and combat plastic waste. Some institutions also advocate for the dissemination of government regulations related to plastic waste management and handling to ensure that the public receives comprehensive environmental education.

Dewi Indriyani's activities through the 30 Days Zero Waste Challenge align with findings from previous research used as references in this study. For instance, a study by Desi Luciana Pratiwi in 2016 revealed that the InstaPekalongan community prefers Instagram as a platform for discursive formation of actions related to environmental conservation and waste management in natural tourist areas. Similarly, a study by Sandi Tyas Umartono & Ali Imron in 2016 found that persuasive language elements within texts can influence individuals to engage in environmental conservation, particularly when opinions involving government or subject matter experts are incorporated. Lastly, a study by Christina Arsi Lestari in 2020 suggests that forming discourses on environmental concern through advertising and social media can effectively persuade the audience by providing visual representations of facts that are easily understandable to the public.

Dewi Indriyani's actions, along with the findings from the seven previous studies, reinforce the assumption that information can come from various sources. In this context, well-managed social media platforms such as Instagram, utilized by environmentally conscious communities, can serve as a new source of information for the public. Beyond information dissemination, Instagram can also be a medium for eco-literacy. ZWID's effective management of its Instagram account allows them to shed light on the root causes of plastic waste accumulation in Indonesia through various posts and informative captions that present facts from reliable sources, including data from the Ministry of Environment and Forestry or other relevant institutions. Additionally, ZWID successfully engages the Indonesian public in participating in various campaigns, such as the 30 Days Zero Waste Challenge.

However, on the other hand, Dewi Indriyani and her team acknowledge that they have not fully succeeded in rapidly persuading the public to adopt the 5R principles and a minimal plastic lifestyle. Many individuals remain unaware of proper waste management, specifically regarding single-use plastic. Dewi emphasizes the need for repetitive and patient efforts to achieve the best results. Similarly, Suryani, an environmental activist, suggests that convincing the public to contribute requires gradual change and leading by example. Febri Rachmawati, a concerned environmental student, also emphasizes the importance of personal responsibility and an environmentally friendly mindset in implementing the 5R principles and minimal waste lifestyle. These thoughts align with Dewi Indriyani's focus on building a new mindset within society by gradually involving individuals in continuous campaigns for plastic waste awareness.

CONCLUSION

Based on the data that has been obtained and processed in this research on the influence of Greenpeace social advertising on green attitude, it can be concluded that social advertising or social media advertising carried out by Greenpeace has a significant influence on green attitude. Social advertising has a moderate influence on green attitude. Other factors are influenced by other things outside of this study. After testing the hypothesis, it was found that H_0 was rejected and H_a was accepted. Researchers hope that this research can be used as a reference by other researchers who have similar variables or theories used. Finally, researchers hope that there will be further studies related to factors that are not mentioned in the research on the influence of social advertising on green attitude.

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Zero Waste has always used hashtags in introducing social campaigns about the zero-waste lifestyle.

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