

Analysis of Clean Ocean Campaign Framing in Instagram Account Posts @pandulaut.id and @theoceancleanup

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Abstract

The sea is one of the most vital habitats for all life on Earth. Known as a beautiful expanse of blue full of mystery, the ocean also harbors a significant unseen threat: pollution. The greatest current focus of marine threats lies in plastic waste, with an annual deposition of 8 million tons of plastic pollution into the oceans. This pollution has immense impacts on marine life, ecosystems, and human health. The clean ocean campaign movement represents a powerful effort to raise awareness and encourage communities to preserve marine cleanliness for the future of our planet. This study aims to analyze the framing of posts from two Instagram accounts advocating for ocean cleanliness: @pandulaut.id and @theoceancleanup. Using a qualitative method and Robert Entman's framing analysis model, the study focuses on four elements: problem definition, diagnosis of causes, moral considerations, and problem solutions. The findings from the study indicate that throughout 2023, both Instagram accounts highlighted posts defining marine pollution as a significant threat to marine life. They also featured educational and motivational content to inspire viewers. This research specifically examines how these two accounts disseminate their campaigns to raise public awareness and promote actions to maintain the cleanliness and sustainability of marine ecosystems.

Keywords: Campaign; Framing; Instagram; Plastic Waste; Sea

INTRODUCTION

The Plastic is one type of packaging that has many advantages for a product: it is flexible, strong, and relatively inexpensive. This certainly provides many benefits and conveniences for the industrial sector, as well as for plastic producers who are increasingly driven to produce various forms of plastic products in large quantities. Because it is considered practical and economical, the large amount of plastic leads to an accumulation of plastic waste, both on a household scale and on a larger scale. Plastic waste can pollute the land and water and has the potential to be a pollutant because plastic is very difficult to manage naturally; it takes up to thousands of years for plastic to decompose completely. Nevertheless, plastic is still relied upon by various sectors for everyday use (Ministry of Finance of the Republic of Indonesia, 2022). Among several countries in the world, Indonesia is one of the countries with the largest water areas. According to national territorial asset statistics, the area of Indonesian waters reaches 5.9 million km², including the Exclusive Economic Zone (EEZ), with

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the details of the archipelagic waters covering 2.8 million km², territorial sea covering 0.4 km², and claims over the Continental Shelf beyond 200 miles covering 3,500 km² west of Aceh. With such a large area, there is also a concerning issue, namely marine pollution by waste, especially plastic waste. Pollution from plastic will significantly affect the survival of marine life, such as fish, turtles, and other fish species that are generally consumed by humans (Agustina, 2024). According to data from the Indonesian Plastic Industry Association and the Central Statistics Agency, 3.2 million tons of plastic waste are dumped into the sea annually, indicating that Indonesia is the second-largest contributor to plastic waste in the world. It is known that plastic waste sinking in the sea can decompose into small fragments measuring 0.3-5 millimetres, called microplastics. Marine life considers plastics, especially microplastics, as food, which will negatively affect the marine ecosystem and humans who consume marine animals, especially fish.

Despite the severe problems caused by single-use plastics, many parties still cannot abandon their use. Nevertheless, some parties are highly aware of the dangers posed by plastic usage, especially the hazards to water bodies, including the seas in Indonesia (Hidayat, 2023). These parties are non-profit communities that voluntarily help maintain environmental sustainability. Additionally, these communities invite the public to participate in their actions through media campaigns. For an organization or company, communicating through campaigns is very effective for gaining support and trust from the broader community (Venus, 2018). By spreading campaigns, public awareness of the importance of protecting the sea from plastic waste pollution will increase. In conducting campaigns, channels are needed so that messages can be easily disseminated to the public. Any form of media used to convey messages to the public is referred to as a campaign channel (Klingemann and Rommele, 2002). The media used is very diverse, such as paper for writing messages, telephones, public dialogues, counselling, posters, banners, the internet/social media, newspapers, radio, or television. Today, utilizing social media to deliver campaign messages is considered more effective, one of which is Instagram (Venus, 2018).

According to We Are Social, data from the United Nations World Population Prospects shows the number of people living on Earth is 8.08 billion. More than 66 percent, or about 5.35 billion, are internet users, with an increase of 1.8 percent or 97 million new users over the past 12 months since January 2023. There are more than 5 billion active social media identities, globally reaching 5.04 billion users as of January 2024. With the large number of

social media users, it will certainly affect Instagram users, with approximately 2.1 billion Instagram users worldwide and a total of 89 million Instagram users in Indonesia. From this data, it can be seen that with the considerable number of users both globally and in Indonesia, it will also significantly influence actions taken on the Instagram social media platform.

The use of Instagram as a campaign dissemination medium has been carried out by global non-profit communities with the account @theoceancleanup and Indonesian non-profit communities with the account @pandulaut.id. These two accounts actively campaign about the dangers of seas polluted by plastic waste. Throughout 2023, these accounts actively shared posts about activities carried out alongside educational posts for the broader community. However, there are differences in how these communities deliver their campaign messages, so a study using framing analysis theory was conducted to dissect how these communities communicate their actions.

The @theoceancleanup account is a community founded in Delft, the Netherlands, by Boyan Slat, who was 18 years old at the time. Previously, at 16, Boyan, while scuba diving in Greece, found it strange to see more plastic waste than fish. Boyan eventually researched plastic pollution for his school project. Throughout 2023, the Instagram account theoceancleanup continued to share campaign posts in the form of videos or photos of their achievements in contributing to cleaning the waters of plastic waste. The account also occasionally shared campaigns educating the public about the dangers of plastic waste in the waters.

On the other hand, the Instagram account @pandulaut.id is also a non-profit community founded by a prominent figure, former Indonesian Minister of Maritime Affairs and Fisheries, Susi Pudjiastuti. Pandulaut.id was established in 2018 and continues to grow. In 2023, the account @pandulaut.id consistently posted attractive campaigns about marine animals, invitations for volunteer activities to clean waters, and unique traditions regarding marine animals that would touch the public.

Using Robert Entman's framing analysis model, this study will run based on its four elements: problem definition, causal interpretation, moral evaluation, and treatment recommendation. The activities posted on these two Instagram accounts will be analyzed to understand the main issues, causes, moral evaluations, and problem-solving approaches implemented.

METHOD

The research method used is a qualitative technique, analyzing texts, images, documents, and excluding numbers (Sugiyono, 2016). This research is descriptive in nature, aiming to explain the problem systematically and more accurately. The approach taken is media text analysis, specifically framing analysis. Simply put, framing analysis is a way of analyzing how a reality in the form of events, people, groups, and everything else is framed by the media, given meaning through a construction that is eventually understood as a form that is interpreted. In framing analysis, the way the media constructs reality is the first thing looked at: how the media frames a piece of information from an event to make it more visible, more meaningful, and easier to remember by the audience. As a result, the framing becomes the focal point for the audience, which they then understand its meaning, process, and store in memory (Entman, 1993).

The framing analysis used in this research is Robert N. Entman's framing model, which emphasizes the process of selecting from various aspects of reality so that certain parts of the event stand out more than other aspects (Eriyanto, 2011). Entman emphasizes four elements in framing: (1) Problem Definition - how an event can be explained and what the problem looks like. (2) Diagnosis of Causes - why the event can be involved, what and who caused it. (3) Moral Evaluation - what actions are suitable or unsuitable for solving the problems in the event, and what the impact is on people or the environment around the event. (4) Treatment Recommendation - what kind of action is then used and whether the solution works in the event. The unit of analysis used in this research is the Instagram posts of @pandulaut.id and @theoceancleanup during 2023 in the form of text captions, images, and videos. Data collection was carried out by taking screenshots of the two Instagram accounts, resulting in 153 posts on the @pandulaut.id account and 85 posts on the @theoceancleanup account, which will then be analyzed into the four elements of Robert N. Entman's framing model.

RESULTS AND DISCUSSION

After considering several issues, discussions about marine debris have grown significantly and become a focal point for researchers, given that marine debris has emerged as a prominent environmental issue, particularly in media and social platforms. Numerous media outlets have begun to express concern about environmental issues, specifically marine debris, and have chosen to participate through campaigns on social media accounts. The

outcomes of data reduction based on observation and analysis of clean ocean campaigns on social media by the @pandulaut.id and @theoceancleanup accounts during the entirety of 2023 are presented. The findings of the posts are presented in tabular form alongside the results of framing analysis using Robert N. Entman framing model.

Table 1. Instagram account upload data @pandulaut.id and @theoceancleanup throughout 2023

2023 uploads	@pandulaut.id	@theoceancleanup
Total	153	85
Problem Definition	24	3
Diagnose Causes	15	10
Moral Evaluation	13	20
Treatment Recommendation	9	52

Source: Instagram, 2023

During the year 2023, the Instagram account @pandulaut.id made 153 posts, including 15 posts for national holidays, 25 trivia posts about the sea, 82 clean sea campaign posts, and 31 filler posts. During this period, the Instagram account @pandulaut.id carried out 9 campaigns with different themes. Similarly, the Instagram account @theoceancleanup posted 85 pieces of content throughout 2023. Most of its posts were about its success in cleaning up plastic waste in waters using a device called the "Interceptor," followed by several posts about marine conservation efforts with influential activists, and campaign awareness posts in the form of video and photo mission statements. The Robert N. Entman framing analysis model uses four dimensions to elaborate on the existing issues, including Problem Definition, Causal Interpretation, Moral Evaluation, and Treatment Recommendation. From all the posts made by the Instagram accounts @pandulaut.id and @theoceancleanup, each has its own focus in spreading the clean sea campaign, and these posts serve as a reference to investigate the effectiveness of the campaigns conducted

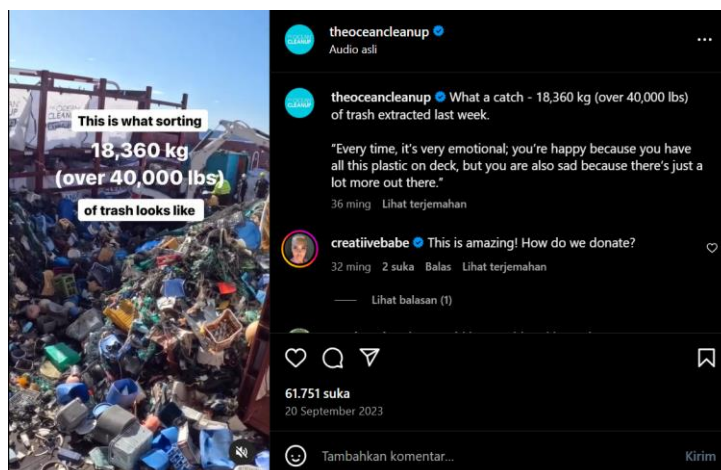
Problem Definition

Picture 1. Instagram account @pandulaut.id post for problem definition



Source: Instagram.com/pandulaut.id, 2023

Picture 2. Instagram account @theoceancleanup post for problem definition



Source: Instagram.com/theoceancleanup, 2023

Waste in the oceans has become one of the world's largest environmental problems. Each year, millions of tons of waste, especially plastic, end up in the oceans, polluting marine ecosystems and threatening marine life. This issue impacts not only the environment but also the economy and human health. The Instagram account @pandulaut.id was created to promote a movement for clean oceans, aiming to reduce pollution in marine ecosystems. On the @pandulaut.id Instagram account, there are 24 posts discussing the problem of ocean pollution caused by waste. Similarly, on the Instagram account @theoceancleanup, there are 3 posts defining the problem that prompted the creation of this campaign.

Diagnosing Causes

The accumulation of marine debris is caused by various interconnected factors, including ineffective waste management due to inadequate infrastructure and weak law enforcement, massive use of single-use plastics, and low public awareness of their negative impacts. Land-based waste, such as household garbage transported from cities to the sea, and poorly managed industrial and agricultural waste also contribute significantly. The Instagram account @theoceancleanup has 10 posts and @pandulaut.id has 15 posts defining the causes of global water pollution issues.

Creating posts like these can have a significant positive impact on audience behavior change. In that image, the Instagram account @pandulaut.id attempts to diagnose the causes of waste accumulation in water bodies, highlighting disposable menstrual pads as a major contributor. The content includes two framing identifications: the statement "Menstrual pads are one of the largest contributors to waste in Indonesia, reaching up to 26 tons per day," and the caption noting that "On average, 95% of women in Indonesia still use disposable

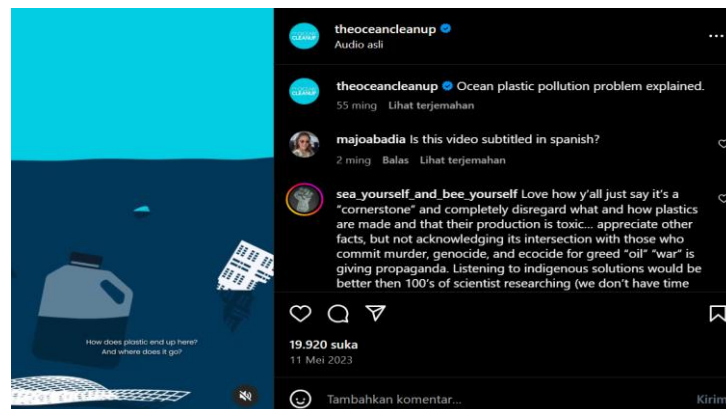
menstrual pads for their menstrual cycles. Just imagine if women use 20 pads per month, that would be 1.4 billion disposable pads becoming waste. That's a lot!" These data points are likely to raise awareness among their target audience, encouraging women to consider alternatives to or more responsible management of disposable pads.

Picture 3. Instagram account @pandulaut.id post for diagnose causes



Source: Instagram.com/pandulaut.id, 2023

Picture 4. Instagram account @theoceancleanup post for diagnose causes



Source: Instagram.com/theoceancleanup, 2023

In Image 4, we see a post from the Instagram account @theoceancleanup featuring an informative animated video explaining the causes of water pollution due to plastic waste. The post uses storytelling to depict plastic waste floating on water, originating from coastlines to the open sea. The content states, "Plastic is one of the largest threats our oceans face today and over the past 10 years our scientific understanding of the problem has evolved...a lot," and continues, "plastic is a cornerstone of our modern civilization-every year we produce more than 400 million tonnes, most of the plastic is only used briefly and discarded afterwards." It is also explained that 80% of plastic waste is not properly managed or recycled, with much of it originating from developing countries where waste management systems are

not keeping pace with increased plastic usage. In contrast, developed countries, despite high plastic consumption, often have better waste management practices. This post targets a broader audience, not limited to a specific gender but to a wider group or community, aiming to raise awareness among populations in developing countries about their contribution to plastic pollution in global waters. The focus is on fostering greater responsibility and action towards reducing plastic waste on a global scale.

Moral Evaluation

Many parties are involved in the pollution of plastic waste in the ocean, including lack of public awareness about plastic waste, poorly managed factory waste, and inadequate laws against offenders. However, with the presence of @pandulaut.id and @theoceancleanup, the public is becoming aware of the importance of clean seas for Earth's life. Through unique and creative campaigns, they have attracted many people to become part of the clean ocean movement. On the Instagram account @pandulaut.id, there are 13 posts discussing the involvement of various parties responsible for clean seas. Similarly, @theoceancleanup has uploaded 20 video posts as a form of moral admonition to the public. Both accounts play a crucial role in educating and encouraging communities to take action in better preserving the ocean.

In Image 5, an upload from the Instagram account @pandulaut.id shows a group of people taking action, raising awareness about the dangers of excessive plastic waste to Indonesia's seas. They are carrying a giant fish made from recycled plastic and a board with a campaign message to stop using plastic. The caption clearly states that this action aims to raise awareness among Indonesian people to reduce single-use plastic waste.

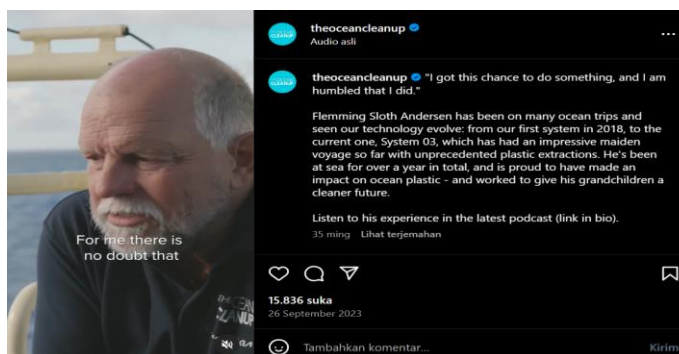
Unlike the @pandulaut.id account, @theoceancleanup uploads content that presents moral considerations through video format, with implicit goals. The video features a volunteer in the ocean participating in The Ocean Cleanup's plastic cleanup program, engaging in a discussion about their experiences with the project. They reflect on their feelings towards the accumulated debris in the oceans throughout the year, and the text "I got this chance to do something, and I am humbled that I did." implies a deep gratitude for the opportunity to contribute to ocean cleanup efforts. This approach aims to touch and motivate audiences to take action in preserving the world's waters.

Picture 5. Instagram account @pandulaut.id post for moral evaluation.



Source: Instagram.com/pandulaut.id, 2023

Picture 6. Instagram account @theoceancleanup post for moral evaluation.



Source: Instagram.com/theoceancleanup, 2023

Treatment Recommendation

The presence of @pandulaut.id and @theoceancleanup amid the lack of public awareness about clean seas brings good news, as it shows that many people still care deeply about ocean cleanliness. Additionally, the founder of @pandulaut.id is Dr. Susi Pudjiastuti, who served as the Minister of Maritime Affairs and Fisheries in the Working Cabinet from 2014 to 2019. This adds to the positive image of @pandulaut.id on Instagram as a Non-Governmental Organization (NGO) focused on clean oceans. @pandulaut.id has conducted numerous campaigns, with at least 9 campaigns dedicated to clean seas by the year 2023. These campaigns are known for their unique and engaging approaches, coupled with effective stakeholder communication, which ensures that each campaign attracts hundreds of participants and achieves success.

The Ocean Cleanup's approach to addressing global water pollution is indeed noteworthy and has garnered attention. Rather than relying on incentivized calls to action with promises of rewards, they have developed their own solution to tackle the issue of marine debris worldwide. This solution involves the use of advanced technology called the

'Interceptor,' designed to extract plastic pollution by intercepting it in rivers before it reaches the ocean. In Indonesia, The Ocean Cleanup has already donated 2 Interceptors installed in the Cisadane River. These devices have also been deployed in rivers across the globe, with one of the largest installations located in the North Pacific Ocean, known as the 'Great Pacific Garbage Patch.' These Interceptors have the capability to collect up to 11,874 kg of trash per week. This proactive approach not only addresses the immediate cleanup of marine environments but also emphasizes prevention by intercepting plastic waste at its source, significantly contributing to global efforts to combat ocean pollution.

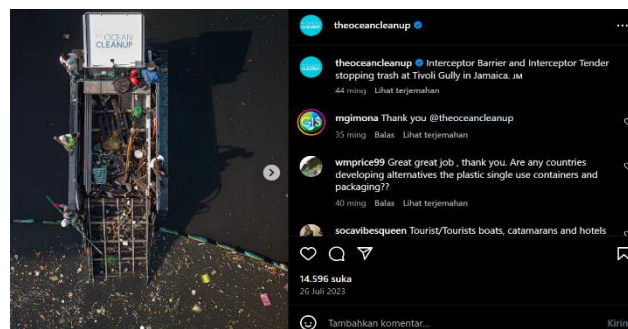
In the analysis of posts on the @pandulaut.id and @theoceancleanup accounts during 2023 using Robert Entman's framing model, there were 61 posts on @pandulaut.id examined across 4 dimensions detailing the existing issues, including Problem Definition, Cause Definition, Moral Considerations, and Problem Solutions. Additionally, 85 posts were examined across the same 4 dimensions on the @theoceancleanup account. For the pandulaut.id account itself, the posts emphasize more on the problem definition element. This account posts a lot about what problems are occurring in Indonesian waters and what effect these problems will have on marine life. make people moved to clean up the sea starting from themselves.

Picture 7. Instagram account @pandulaut.id post for treatment recommendation



Source: Instagram.com/pandulaut.id, 2023

Picture 8. Instagram account @theoceancleanup post for treatment recommendation



Source: Instagram.com/theoceancleanup, 2023

Meanwhile, for the *theoceancleanup* account, their uploads are more inclined towards treatment recommendation elements because they already have tools and methods that are considered appropriate for cleaning waters throughout the world, from rivers to seas. This gave rise to a lot of appreciation from the audience for the actions they took. *theoceancleanup* account also continues to provide updates regarding their achievements after carrying out these cleanups. Apart from the treatment recommendation section, the *theoceancleanup* account is also seen posting a lot on the moral evaluation element. By inviting the people involved in it, the video content adds a sense of concern to the audience who watch it, so that they are also moved to take action starting from themselves and their immediate environment. So that both accounts have the same roots in sharing their campaign, namely about plastic waste that pollutes waters. However, the path they take to convey their message to their audience has quite visible differences, even though the target audience is different, namely *theoceancleanup* for audiences all over the world and *pandulaut.id* still only covers Indonesia, the message conveyed will have a big impact on life on earth.

CONCLUSION

From the two Instagram accounts under study, although their goal is the same—to raise awareness about the importance of preserving and maintaining the cleanliness of Earth's waters—their communication approaches differ. On the Instagram account *@pandulaut.id*, the campaign messages are predominantly focused on defining the problem. They emphasize the urgency of issues by clearly articulating and defining the problems at hand. This approach aims to open people's eyes to the severity of the situation and help them understand deeply the issues being addressed. On the other hand, *@theoceancleanup* implies its messages more through solutions to the problem. They consistently highlight the concrete solutions they have implemented, particularly through advanced technologies like the 'Interceptor' for extracting plastic pollution. This approach demonstrates their commitment not only to identifying issues but also to providing tangible and measurable solutions to address them. Thus, both accounts provide different yet complementary contributions in their efforts to educate and mobilize the public in preserving and maintaining the cleanliness of Earth's waters worldwide.

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