

Digital Activism of Wahana Lingkungan Hidup Indonesia (Walhi) Hashtag in Voicing Environmental Issues on Social Media

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ABSTRACT

The purpose of the research is to understand the impact of digital campaign strategies on changing people's behaviour and actions towards environmental protection. This research method uses a qualitative study by looking at social media posts on @walhi.national. The findings show that Walhi has played an important role in promoting the environmental awareness movement in Indonesia. The dominant themes include the criminalisation of environmental activists, opposition to mining and land reclamation projects, and forest conservation. Through the use of hashtags, Walhi has been very effective in raising awareness of environmental issues. However, the extensive use of hashtags reduces the connectivity between content. The strategies used by Walhi, the use of relevant hashtags, strong narratives and collaboration between central and regional Walhi are considered capable of building an environmental movement. Strengthening the environmental movement and raising public awareness are Walhi's strategies for mobilising support.

INTRODUCTION

Environmental campaigns play an important role in raising public awareness of environmental issues and encouraging collective action to protect the environment. In the digital era, social media has become a key tool for environmental organisations to spread their messages widely and quickly. Instagram, as one of the most popular social media platforms in Indonesia, provides a great opportunity for organisations such as Wahana Lingkungan Hidup Indonesia (WALHI) to run effective environmental campaigns. This study aims to measure the effectiveness of environmental campaigns conducted by @Walhi's Instagram account in raising public awareness and action on environmental issues.

The environmental problems that need to be solved are waste management, flood prevention, forest destruction and fires, marine pollution, water pollution, climate change, lack of clean water and soil degradation. The Populix survey (2023) found that it is important for the government to restore forest functions, open up more green open spaces, deal with pollution and transport, environmental monitoring and regulation, education, socialisation about the environment, and waste and waste management (Annur, 2023). In addition, deforestation continues and environmental damage in mining areas is also a concern (Greenpeace.org, 2024). Meanwhile, Indonesia's Environmental Quality Index improved in 2023 compared to the previous year. The index measures water quality, air quality, land quality or land cover. However, the seawater quality index has declined (Kompas.com, 2023).

According to the United Nations, environmental problems are one of the categories of global problems. Some environmental problems include climate change, the use of energy that is not environmentally friendly, sea water pollution and clean water problems (UN, 2024). Initially, environmental problems tended to be elitist, meaning that only certain authorised parties had the knowledge and power to take action and policy. Parties considered elitist include government, businessmen/producers and academics. The policies and actions taken will affect the lives of the wider community (Browne et al., 2024).

In bringing environmental issues closer to the public, certain groups have emerged that aim to bring environmental issues closer to the public, one of which is a Non-Government Organisation (NGO). NGOs are formed by individuals or more who aim to support activism activities that are oriented towards the public interest. In Indonesia, NGOs are often referred to as mass organisations (Ormas), NGOs (Lembaga Swadaya Masyarakat), associations, or social foundations. NGOs are formed as a step in fighting for the rights of the community to improve welfare and social change, which in practice cannot be fulfilled by the government (Herdiansah & Randi, 2016).

One NGO that is active in voicing environmental issues is Wahana Lingkungan Hidup Indonesia (Walhi). Walhi was established in Jakarta on 19 December 1989 and is registered as a Non-Governmental Organisation (NGO). The focus of Walhi's activities include advocacy and environmental protection. In addition, Walhi also aims to increase public awareness and supervision related to the implementation of government policies (Walhi, 2024). Initially,

Walhi carried out direct field campaigns and collaborated with the mainstream media as a conduit of information to the public. For example, Walhi explained that water pollution increased by more than 30 per cent through Tempo media in 2012. The findings were the result of research conducted by Walhi in the field from 2010 to 2011 (Aulia, 2012). Therefore, this research is to find out how WALHI's social media activities in raising environmental issues and the connectedness of issues through the consistency of publications on social media.

THEORETICAL REVIEW

Digital Activism

Digital activism is related to the two terms collective action and connective action. Collective action is the deliberate membership of an organisation that shares interests and goals, opportunities, mobilisation and participation in the collective action itself. On the other hand, connective action is collective action that takes advantage of the personal connectivity provided by digital social networks (George & Leidner, 2019). According to Özkula (2021), there are five categories of digital activism practices, including (1) advocacy and political commentary, (2) recruitment and movement building, (3) organisation and coordination, (4) hacktivism and citizen protest, and (5) research and documentation. The advocacy and political commentary category is about the expressive support of a particular voice or ideology and how the information is disseminated. This category covers a range of self-publishing activities through websites, social media, forums and other platforms, including commenting, responding to a post and sharing news on social media.

Furthermore, recruitment and movement building focus on a collective action framework initiated or supported by the organisation. Organisation and coordination are mobilisation activities both outside and inside the internet, such as campaigns using hashtags and groups initiated by an organisation. Then hacktivism and civic protest include creative forms of protest on social media such as the creation of political parodies, and only occur on digital platforms. Finally, research and documentation are conducted for the purpose of reporting an offence that has occurred, or studying public dissatisfaction with a government policy (Özkula, 2021). In carrying out digital activism, an organisation needs to use several strategies, namely accessibility, visibility, popularity, and activism ecosystem.

Hashtag Activism/Aktivisme Tagar

Hashtag activism on social media is a form of activism that uses social media platforms such as Twitter (now X), Facebook, and Instagram to make a social or political issue more visible through the use of specific hashtags. On social media, hashtags are a feature where users aim to raise awareness, mobilise support and push for change on issues such as human rights, social justice and environmental issues (Carvalho & Barbosa, 2023).

Hashtag activism can draw media and public attention to issues that may otherwise be overlooked, thereby increasing public awareness and

support. Through online campaigning, hashtag activism can garner widespread support in a short period of time, allowing social movements to grow and influence policy at local, national and international levels. Hashtag activism can also encourage concrete actions such as demonstrations, petitions, and complaints to the relevant authorities (Virgina Agustya et al., 2023).

Social Media and Walhi

With the development of social media, Walhi began to use various social media platforms for online campaign activities. Social media makes it easier for Walhi to educate the public about environmental issues, thus achieving the goal of awareness and monitoring. In addition to awareness and monitoring, Walhi also engages in digital activism, where social media users are collectively invited to voice their opinions on environmental issues. One of the social media platforms that Walhi routinely uses to increase digital activism is Instagram. On Instagram, there are various mechanisms that can be used to support digital activism activities, one of which is the use of hashtags.

In social media technology, hashtags were first introduced on the Twitter (now X) platform in 2007. This was because the Twitter platform did not yet have a group feature, so hashtags were used to create communities of many social media users based on specific topics. Hashtags can also serve as metadata that helps social media users identify desired communities and special interests. In their evolution, hashtags play an important role in uniting many individual social media users who share the same goal in a particular activism activity. Thus, hashtags are essentially audience-oriented and symbolize "collective thought" (Bernard, 2019; Howard-Sukhil, 2023). Based on this explanation, it can be understood that hashtags are an important tool for organizations like Walhi to attract social media users with similar interests. Hashtag activism has become an effective tool for raising awareness and mobilizing support, especially on environmental issues. The use of hashtags is useful for increasing public engagement, inviting people to participate in monitoring activities, and monitoring policies that are or will be in place. The effectiveness of digital activism using hashtags often depends on daily habits and long-term commitment (Dobrin, 2020).

METHODOLOGY

This research uses a qualitative approach by looking at the content of messages on Instagram social media. Qualitative data collected through posts of @Walhi Instagram account activities. Content analysis is done by looking at posts starting from the content of the post and the use of hashtags (#). The selection of these criteria is to comply with the content of the post and the content network connected through the hashtag (#). This is a consideration in conducting data analysis.

Table 1 @walhi.nasional Account Instagram

Account	Post	Following	Followed
@walhi.nasional	3.958	78.800	193

The object of this research is the social media content of Walhi's Instagram, consisting of 82 contents. The first step is to select posts for one month. 82 posts were collected. The second step was to classify the hashtags that appeared from the 82 contents to see which topics and hashtags were dominant. Our step is to analyse the themes that emerge from the hashtags.

RESULTS

Hashtag (#) Strategy Linking environmental Issues

The most common hashtag in Walhi's content was #PulihkanIndonesia, which appeared 34 times. Some of the issues raised in #PulihkanIndonesia include the criminalisation of environmental activists. There have been several cases of environmental activists, such as Ms Haslilin and Mr Andi Firmansyah from Torobulu village, who have been criminalised for fighting to protect the environment from destructive mining activities. The criminalisation cases show that the authorities favour companies that exploit natural resources.

Table 2. Hashtag (#) Strategy Linking environmental issues Three Box Method

Tagar	Topik yang Paling Dominan	Konten
#PulihkanIndonesia	Efforts to restore and improve Indonesia's condition	13, 15, 16, 18, 19, 21, 24, 25, 26, 27, 28, 29, 31, 35, 41, 43, 45, 47, 50, 53, 55, 57, 62, 65, 66, 68, 69, 74, 75, 78, 79, 81, 82
#tolaktambangnikel	Opposition to nickel mine development and expansion	3, 4, 14, 24, 33, 45, 61, 69, 78
#Keadilansosial	Social justice issues in specific contexts	4, 9, 20, 38, 41, 49, 52, 56, 59, 78, 81, 82
#hidupnelayan	Fishermen's lives and environmental protection	5, 11, 13, 16, 36, 51, 54, 59
#Selamatkanhutanhujan	Forest protection	24, 33

In addition to the criminalisation cases, the hashtag #PulihkanIndonesia is also being used as a platform for community activism to demand justice. People involved in this activism are demanding an end to destructive mining activities,

the return of fishermen's rights and the protection of their livelihoods. They are also calling for the revocation of mining licences that are considered harmful. With the demand for justice, issues or discourses related to solidarity actions emerged. Various actions were carried out by civil society coalitions, including demonstrations and complaints to Komnas HAM, to demand justice and legal protection for environmental defenders.

Walhi is also using the hashtag #PulihkanIndonesia to educate and raise awareness about the environmental crisis. Industrial projects, especially those related to mining and land reclamation, are seen as a serious threat to the environment and people's lives. They cause damage to ecosystems that affect people's health and livelihoods.

Through the themes of criminalisation, solidarity actions, demands for justice and increased public awareness, it is clear that the environmental issues raised by Walhi require the importance of public involvement or community participation. Through public involvement and community participation, the decision-making process or policies implemented by the authorities can be monitored. Overall, #PulihkanIndonesia reflects a collective effort to address environmental and social challenges with an emphasis on justice, human rights and sustainability.

The hashtag with the most occurrences after #PulihkanIndonesia was #Keadilan Sosial, which appeared 12 times. There are several important points that appear in the content of #KeadilanSosial, including highlighting the struggle of communities to demand justice, especially those affected by industrial and mining projects, calling for greater social justice. They are demanding land rights, access to resources and environmental protection. In practice, community demands are met with criminalisation and intimidation by the authorities.

Like the #PulihkanIndonesia hashtag, the #PulihkanIndonesia hashtag also shows the importance of participation and communities in decision-making that affects their lives, and in ensuring transparency in legal processes and government policies. In addition to participation, it is important for different organisations and institutions such as civil society organisations, legal aid agencies and communities to work together to support social justice struggles, advocate for people's rights and demand an end to harmful practices. The third most popular hashtag, #tolaktambangnikel, focuses on the rejection of mining projects by communities, especially those living in the affected areas. Communities are actively resisting nickel mining projects, which are seen as environmentally destructive and threatening to their livelihoods. Nickel mining projects are criticised for causing significant environmental damage, including loss of marine life, pollution and negative impacts on public health.

Overall, the #tolaktambangnikel activism reflects the struggle of communities to protect their environment and rights from harmful industrial exploitation. Various civil society organisations, activists and communities have worked together to oppose the nickel mining project through demonstrations, complaints to human rights institutions and environmental awareness campaigns. Walhi is also active in highlighting the injustices experienced by

fishermen through the hashtag #hidupnelayan. Walhi explains that the fishermen are fighting to defend their livelihoods, which are threatened by reclamation projects and industries that damage the environment. They are demanding the right to go to sea and access the marine resources that are their livelihood. In particular, Walhi highlighted the rejection of reclamation projects that are seen as displacing them from their homes and livelihoods. This rejection includes demonstrations and campaigns to assert their rights. Various industrial projects, including reclamation, often cause damage to marine ecosystems, which has a direct impact on fishermen's catches and survival.

The hashtag #hidupnelayan highlights the importance of maintaining the sustainability of marine ecosystems and the rights of fishermen as part of efforts to protect the environment and the survival of coastal communities. There is a need for joint efforts between fishermen, environmental activists and civil society organisations to support the fishermen's struggle. This includes raising voices to demand justice and protection of fishermen's rights.

The next hashtag that appears in Walhi's content is #selamatkanhutanhujan, which is used as a platform to raise public awareness about the importance of rainforests. Tropical rainforests are recognised as major oxygen producers and play a vital role in maintaining the balance of the ecosystem. However, rainforests are under serious threat from deforestation and human activities. Destructive activities such as illegal logging, land clearing for agriculture and industrial projects are leading to a decline in rainforest cover, with negative impacts on biodiversity and air quality.

How issues of conservation, activism and sustainable environment mobilise support

The protection of indigenous peoples' rights and nature conservation appeared in several posts, highlighting the use of the hashtags #masyarakatadat and #HutanAdat. This aspect highlights the importance of recognising indigenous peoples' rights as part of conservation efforts. For example, posts about indigenous groups in Papua, such as the Awyu and Moi tribes, who are fighting to protect their forests from being converted into oil palm plantations. There is a tendency to link indigenous peoples' rights with environmental conservation, showing that when indigenous peoples' rights are recognised and protected, the positive effects are felt not only by indigenous peoples, but also by the ecosystem as a whole. This means that the protection of indigenous peoples' rights is not only a matter of social justice, but is also closely linked to environmental sustainability.

Various campaigns and actions are being carried out to raise awareness of the need to protect rainforests, including inviting people to participate in activities that support forest conservation. Communities and environmental activists are calling for the protection of rainforests as part of efforts to preserve ecosystems and address the climate crisis. This means protecting forests from harmful exploitation. The hashtags that appear in Walhi's content show several important points that are interrelated, including: the criminalisation of environmental activists, the struggle for social justice, the rejection of

development and industrial projects that harm the community and the surrounding environment, the protection of professions that depend on environmental sustainability, and the protection of the rainforest. Criminalisation of environmental activists There have been several cases of environmental activists being criminalised for fighting against development and industrial projects that damage the environment. Through social media, the Walhi organisation is highlighting the obstruction of environmental protection efforts and the need to demand legal protection for environmental activists who fight for the rights of people who feel harmed.

Communities affected by industrial projects demand social justice, including land rights, access to resources and a healthy environment. These demands can be met by stopping environmentally damaging projects, transparency in decision-making and cross-sectoral cooperation to achieve justice. It also requires oversight by different sectors, such as authorities and communities. Walhi specifically highlights the rejection of mining projects, especially nickel, that cause environmental damage and impact on community livelihoods. Another project highlighted by Walhi is coastal reclamation, which threatens the protection of fishermen's livelihoods and access to marine resources.

Finally, Walhi advocates the preservation of tropical rainforests, which play a vital role in maintaining the balance of the ecosystem. On this issue, Walhi provides education and awareness to the public to take concrete actions to protect the rainforests. With massive deforestation and other activities that damage the forest environment, the balance of the ecosystem is also disturbed. In addition to the above points, Walhi also explained the importance of community participation in monitoring and influencing environmental policies. Collaboration between civil society, government and the private sector is also important in addressing environmental issues. Efforts to protect the environment must prioritise the principle of sustainability for future generations.

DISCUSSION

Networking messages on social media allows them to reach a wider and more diverse audience. This enables mass movements that can drive policy or behaviour change. Hashtags on Walhi allow environmental activists and organisations to track trends and public responses to issues such as community voices, environmental degradation, environmental conflicts and conservation campaigns. As part of more effective communication and advocacy strategies, hashtags have become an important strategic tool for raising awareness and mobilising action for environmental protection. Although the hashtags on @Walhi's Instagram account are effective in raising public awareness of environmental issues, the number of different uses divides the focus of the issue so that certain hashtags do not lead to other content in a given time period. However, the dominant hashtags are closely related to environmental issues in Indonesia. For example, #foodestate, #PulihkanIndonesia #Selamatkan are the

most dominant hashtags that represent many issues and have clear links to specific issues.

While hashtags such as #TolakReklamasi, #Harilingkunganhidup2024 refer to specific issues that are not connected to various other content. These hashtags stand alone in their more general or broader context of use. This means that hashtags stand on their own, depending on the context and focus of the campaign or event that influenced them. The use of compelling visual content and strong narratives has been shown to increase user engagement. However, maintaining the effectiveness of the campaign requires a consistent and innovative strategy for presenting the content. In addition, working with influencers or public figures can be an additional strategy to increase campaign reach. This can be seen in the lack of interaction, which provides comments and opinions on the topic. Despite the high intensity of the posts, user interaction is still very low.

Social media has become one of the mobilisation strategies to support initiatives for nature conservation, forest protection and resistance to environmental exploitation. It means mobilising support, raising awareness and coordinating collective action. There are two concerns in building mass mobilisation through social media. First, environmental restoration as Walhi's strategy to frame environmental issues as a struggle to restore damaged ecosystems and protect the environment. Second, the issue of environmental justice shows Walhi's strategy of engaging with communities directly affected by environmental degradation. Both build collective action to invite people to pay attention to environmental issues by raising issues from different regions.

Social media facilitates the flow of information and policy implementation and plays an important role in environmental policy development (Akseki, 2024 ;Kuppuswamy, 2020). Under these conditions, social media can be used for environmental awareness campaigns, allowing people to connect and track environmental issues locally and globally (Scholtz et al., 2016) (Mallick & Bajpai, 2019), (Sedek, 2021), (Tilwankar et al., 2019).

CONCLUSIONS AND RECOMMENDATIONS

The use of hashtags (#)@walhi.national became a strategy for linking environmental issues. Hashtags such as #PulihkanIndonesia, #KeadilanSosial, #TolakTambangNikel and #HidupNelayan became key elements in Walhi's campaigns, reflecting issues such as the criminalisation of environmental activists, opposition to mining and land reclamation projects and rainforest conservation. The most dominant hashtag, #PulihkanIndonesia, highlighted people's struggle for justice and solidarity in the face of environmental threats, while other hashtags such as #TolakTambangNikel and #HidupNelayan emphasised the importance of protecting coastal communities' livelihoods and rejecting industrial exploitation projects. Walhi also highlighted conservation and indigenous peoples' rights issues through the #SelamatkanHutanHujan and #HutanAdat campaigns, which highlighted the link between environmental protection and the sustainability of indigenous peoples' rights. Walhi is effective in educating the public about the importance of protecting the

environment and inviting them to participate in conservation actions. The strategies used by Walhi, the use of relevant hashtags, strong narratives and collaboration between central and regional Walhi have been successful in building an environmental movement. However, the extensive use of hashtags reduces the connectedness of content, so consistency is needed in building interactions. Strengthening the environmental movement and raising public awareness are Walhi's strategies for mobilising support. It is important for future research to look at the prominence of Walhi's themes in framing environmental issues.

FURTHER STUDY

Future research should explore the effectiveness of Walhi's hashtag campaigns in framing and mobilizing public opinion on environmental issues. This includes analyzing the reach, engagement, and influence of dominant hashtags like #PulihkanIndonesia and #TolakTambangNikel across various social media platforms. Additionally, examining how these hashtags connect with broader environmental and social justice narratives can provide insights into their role in shaping public discourse. Studies could also assess the impact of Walhi's strategies on policy changes, community involvement, and long-term conservation efforts. Furthermore, investigating the challenges of maintaining content consistency and interaction across digital campaigns could help refine strategies for sustaining an effective environmental movement. Exploring comparative analyses with other environmental organizations may also offer valuable lessons in building global solidarity for conservation and indigenous rights.

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