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Instagram as a Platform for Change in Environmental Campaigns

Meliana Sari

Universitas Jember

ABSTRACT

This research aims to explain and describe the eco-lexicon that exists in one of the "Reach for a Greener Tomorrow" campaign posts in @sayapilihbumi Instagram posts that contain eco-lexicon and have issues related to the environment. The theory used in this research is Greening the media (Maxwell et al., 2013) which states that Greening media is a study that begins by acknowledging a historic responsibility to face the challenge of the ecological crisis as a fundamental challenge to critical scholarship in the field and uses an ecolinguistics perspective approach, in the form of analyzing ideological, sociological and biological meaning in eco-lexicons in @sayapilihbumi posts. The method used in data collection is documentation and observation on the @sayapilihbumi Instagram account. The result of this research indicates that the eco-lexicons serve not only as a means of communication but also as tools for fostering environmental awareness and encouraging sustainable practices among followers. The findings suggest that social media campaigns can effectively influence public perceptions and behaviors regarding environmental issues, thereby contributing to a broader movement towards sustainability. This study underscores the importance of language in shaping ecological consciousness and advocates for the continued use of social media as a platform for environmental advocacy. By understanding the meanings behind eco-lexicons, stakeholders can better design campaigns that resonate with audiences and promote actionable change.

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INTRODUCTION

Society uses language as a medium to communicate. Language is used to convey and perceive intentions from others in a social context. The intentions that mean here are some information or critics, the presence of these critics is because there is dissatisfaction from a societal group about something, one of them is the environment. The environment as a place for human living begins to experience many problems such as pollution and other damages. These environmental issues are caused by globalization where technologies, economics, and many other things are spreading widely and fast worldwide (Sari et al., 2022). After that, society becomes more caring about the environment and the harm humans face in the ecological system (Younis and Abdulmajeed, 2023).

Einar Haugen then developed the study of language and ecology in his book titled "The Ecology of Language". This study discusses the relationship between environment or ecology with language in the human mind or a speech community. Later, more and more approaches

*CONTACT: melianasari800@gmail.com

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to language and environment emerged, and the term ecolinguistics emerged (Fill & Mühlhäusler, 2006).

Ecolinguistics study is used to analyze the language related to environmental issues. In this case, the increase in world economic development causes consumption behavior in society to new products that have emerged. This causes an increasing amount of waste that has impacts on environmental damage. The issue evokes the consciousness of a particular society group to start paying attention to the environment by voicing their opinions like making eco-friendly products or environmental care movements such as zero waste lifestyle. Zero Waste International Alliance defines "zero waste as a goal that is ethical, economical, efficient and visionary, to guide people in changing their lifestyles and practices to emulate sustainable natural cycles, where all discarded materials are designed to become resources for others to use." According to (Johnson, 2015) a zero-waste lifestyle can be done with 5R movements, which are Refuse, Reduce, Reuse, Recycle and Rot. Refuse is do not take the "trash" in the first place, Reduce is wiser with your needs, Reuse is reuse something that can still be used.

A lexicon is a vocabulary that is conceptualized with the language richness of the user. In the perspective of ecolinguistics, the relationship between language and the environment also exists at the level of the lexicon. Then, a lexicon is also conceptualized as a collection or list of words in the dictionary that contains certain information (Kirdalaksana, 1989, p.114), (Yuniawan et al., 2018). According to (Logan, 2019) (Gibbons 2002, p.134 135), the Lexicon is also associated with the concept of words, and words are places that are used to clarify the meaning of something into a particular group of words. Eco lexicon is a term that functions as a container for a concept from a collection of lexicons from a particular language, either in the lexicon collection as a whole or only partially (Yuniawan et al., 2018). According to (Lindø & Bundsgaard, 2000, p. 10-11) at the lexicon level, language change can be influenced by three dimensions, namely (a) ideological dimension, (b) sociological dimension, and (c) biological dimension. This study will focus on three dimensions to be able to analyze the meaning of the lexicon contained therein, using the ideological dimension where researchers focus on the relationship between language and ideology and a society's view on the environment and also how they represent it based on the meaning, and also the sociological dimension in which the researcher represents the dialogue or text of the selected object, and conducts a discussion to realize the ideology. Then, the biological dimension is also used to analyze the relationship between the language used and the diversity of the environment and its surroundings. Because the biological dimension can be stated to be able to store words or phrases of each language from environmental entities and can be understood (Lindø & Bundsgaard, 2000, p. 10-11).

Campaign based on the Cambridge Dictionary is the demonstrations that were a component of their effort to oppose the planned construction project in the area. A campaign is a series of organized communication activities to create a certain impact on most target audiences on an ongoing basis over a certain period (Alif et al., 2024). Campaigns can be done by directly impacting the environment or by criticizing what is happening through mass media to forward the message to the public. As done in one of the social media Instagram,

campaigns are quite popular in this media to support and invite the public to care about the environment.

Environmental campaigns via Instagram are increasing concerns about the ongoing global environmental crisis. With air pollution, water pollution, loss of biodiversity, and climate change becoming more pronounced, the world community is increasingly realizing the urgency of environmental protection. However, there is still a lack of understanding and lack of awareness about concrete steps that can be taken to address this problem (Iskandar & Isnaeni, 2019); (Karim & Yulianita, 2021); (Fagerholm et al., 2023); In (Alif et al., 2024) the results of research conducted by (Pearson & Perera, 2018), regarding campaign efforts to reduce food waste, show that to achieve the necessary changes in individual behavior, steps such as planning food purchases and storage well are very important to reduce the amount of food that is wasted. The activities for the environmental conservation campaign are being conducted more frequently (Zebua et al., 2023). As noted by (Valentino Riccardo & Simorangkir, 2021), campaigns are persuasive strategies frequently employed in public relations (PR) to fulfill the objectives of a company or organization. Conducting a campaign can be one way for the intended opinions and movements to be followed and supported by the public. These campaigns are typically aimed at increasing public awareness and understanding, fostering positive perceptions or expectations regarding the actions of individuals or organizations, and cultivating strong relationships and representations of groups through sustained communication efforts (Zebua et al., 2022).

Media such as television, press, radio, and other online media play a role in communicating to the public about events or news that are happening in the world. People will rely on the media in cases where some people do not know or miss out (Happer & Philo, 2015). Media acts as a means of information, education, entertainment, communication, advocacy, and also marketing. One of the uses of media that includes the six aspects above is Instagram. Instagram is a social media platform that can be utilized in various ways to influence the public. One of them is to invite Instagram users to contribute to solving a problem through opinions and actions. There needs to be a gap analysis and what you want to fill or what you want to contribute through the gaps.

Instagram can be one of the best platforms to carry out actions that have a direct impact on society and the environment, such as by holding campaigns. Because of the appearance and users of the Instagram platform, which contains a lot of information and presents very diverse data, it can be used as one of the main sources to invite people to care about the environment. Research conducted by (Fadli & Sazali, 2023), states that Instagram social media such as @greenpeaceid is one of the campaign media to protect the environment which is considered to have an important role because it can have a good impact on society and provide information about the environment and the positive impacts that the environment has. In addition, research from (Karim & Yulianita, 2021) also shows that the role of Instagram as one of the good campaign media is to hold environmental campaigns, they show that the programmers created by the Greeneration Foundation (GF) in campaigning for Sustainable Consumption and Production (SCP) issues run very well through this platform. As a highly popular social media platform, particularly among younger users,

Instagram provides significant opportunities to share information, raise awareness, and inspire positive actions for environmental protection (Shabrina Ulfa & Fatchiya, 2018); (Fadli & Sazali, 2023); In (Alif et al., 2024).

Existing research tends to concentrate on the quantitative aspects of engagement and reach, often neglecting the qualitative analysis of the language and messaging that resonate with audiences. This study addresses these gaps by employing an ecolinguistic approach to analyze the eco-lexicon within the “Reach for a Greener Tomorrow” campaign on the @sayapilihbumi Instagram account. By examining the ideological, sociological, and biological meanings embedded in the campaign's messaging, this research not only contributes to the understanding of how language shapes environmental discourse on social media but also offers insights into how effective communication can enhance public engagement and foster a culture of sustainability. The novelty of this study lies in its comprehensive analysis of eco-lexicons, providing a deeper understanding of their role in influencing societal attitudes towards environmental issues, thus paving the way for more impactful and informed environmental campaigns on digital platforms. Based on the background and results of previous research, this study aims to analyze and show the sociological meaning and biological meanings of @sayapilihbumi Instagram account posts that have been selected as research objects.

METHOD

The type of research used in this study is a qualitative approach. Qualitative research is research in which the data is in the form of words, phrases, sentences, and paragraphs, and not in the form of numbers. In addition, there is no data in numerical form used in this research (Nassaji, 2020). This research uses qualitative methods because the data used is in the form of lexicons in @sayapilihbumi posts. In addition, there is no data in numerical form used in this research. (Kumar, 2011) states that qualitative research is a study that has the aim of describing a situation using a qualitative measurement scale, then if analyzed it can create a variation of the situation without quantifying it. (Rumata, 2017) also states that qualitative content analysis refers more to the development of data that can be interpreted to find a theoretical meaning.

For the data collection technique used, the data collection technique is to select existing posts from the @sayapilihbumi Instagram account and take screenshots of posts about environmental campaigns on November 9, 2022, to serve as research objects, then make observations on the posts concerned by observing uploads from the @sayapilihbumi Instagram account through the Instagram feed, and also conduct literature study by reviewing books and journal articles used as research references. Then, for the data collection itself, consists of several steps, the first is that researchers collect several posts related to the campaign with the theme “Reach for a Greener Tomorrow”, then researchers make observations on each existing post, then researchers determine and select one post that presents lexicons that have sociological meanings related to ecology. In the last step, the data that has been collected is analyzed to answer the research question that has been set for this research. Then, the primary data used in this research is in the form of an image from one of

@sukapilihbumi posts related to the “Reach for a Greener Tomorrow” campaign. Supporting data in the form of books, journal articles, and also news (news text).

Theory from Maxwell et.al. (2013), Greening the media studies begins by acknowledging a historic responsibility to face the challenge of the ecological crisis as a fundamental challenge to critical scholarship in the field. Based on this theory, to analyze the meaning of the lexicon of selected posts through the @sayapilihbumi Instagram account, the data analysis technique used includes three stages: the first is reducing data to make it easier to analyze. The data that has been reduced is then organized and presented with descriptive explanations to facilitate understanding. And at the last, conclusions can be drawn by examining the data that has been analyzed comprehensively and understanding the meaning of the findings.

FINDINGS AND DISCUSSION

Findings

Based on the results of observations from the @sayapilihbumi Instagram account, five pictures in one post will be analyzed and interpreted based on the eco-lexicon meaning it using two approaches, specifically ideological meaning, sociological meaning, and biological meaning analysis.

Ideological Meaning Analysis

At the ideological meaning analysis phase, the researcher analyzes each slide of the poster in the @sayapilihbumi Instagram account post that contains the meaning of eco-lexicon in ideological meaning. How the poster can influence people to create perspectives and understand the meaning of the phrases conveyed through the poster. On the slides of posts containing eco-lexicon in ideological meaning, researchers found three phrases from the main data source as follows:



Figure 1 impulsive buying campaign
Source: @sayapilihbumi instagram

In the eco-lexicon “(*Pembelian Impulsif*) Impulsive Buying”, see Figure 1 refers to the ideological meaning of how the habit of society begins with a sense of pleasure to buy and collect items without any planning based on their need, as well as excessive purchasing activities that have a serious impact on increasing the amount of waste produced and the balance of the environmental ecosystem itself. With the campaign and the term “(*Pembelian Impulsif*) Impulsive Buying” becoming more widely known by the public, they began to think that the activity of buying and collecting items without considering the needs that should be, could hurt the environment and the ecosystems that exist in it. So, society which initially competed to collect items excessively beyond their needs, now begins to realize that these activities need to be stopped for the maintenance of the environment.



Figure 2 clothing rotation campaign
Source: @sayapilihbumi Instagram

In the eco-lexicon “(*Perputaran Pakaian*) Clothing Rotation” refers to the ideological meaning because the sentence “*Hal tersebut dapat membantu memperlambat perputaran pakaian di pasaran* (It can help slow down the rotation of clothes in the market)”, that we can see at Figure 2, contains a critic about the existence of fast fashion, indicating that with the massive production of clothing or other types of fashion, it will require large costs for the production process. The production of large quantities of clothing can lead to the production of more waste that has an impact on the environment. With the frequent rotation of clothes until now, the tradition of fast fashion has opened the minds of many people to have an opinion and become aware of the impact of the continuous rotation of clothes which will have a serious impact on the sustainability of the ecosystem in the environment. From this awareness, many people began to move and invite each other to start buying minimalist clothes according to what they need without following their desires to buy clothes with existing fashion styles that make the clothes wasted and end up as clothing waste which will have a serious impact on the environment as well.

In the eco-lexicon “(*Mendaur Ulang*) Recycle” refers to the ideological meaning which is found in the sentence “*Jika kamu bisa menjahit, kamu pun berarti bisa membuka peluang lain dalam mendaur ulang limbah fesyen*. (If you can sew, you can also open up other opportunities in

recycling fashion waste.)” contains a criticism that recycling unused clothes can be one way to reduce clothing waste that can pollute the environment, rather than having to throw it away and replace it with new clothes. Recycling clothes can also be a useful activity by utilizing old or unused clothes into items that can be used again, such as accessories or decorations for homes and public places, see Figure 3.



Figure 3 recycling campaign
Source: @sayapilihbumi Instagram

This principle of recycling clothes can be one way to reduce the quantity of disposable items in circulation. This is the same as protecting the environment from pollution and environmental damage, such as by replacing plastic bottles with tumblers, disposable gallons with refillable gallons, and others. Similarly, recycling clothes can also be a way to reduce environmental damage. This recycling activity can be a new movement to invite people who were previously accustomed to throwing away unused clothes, to become aware and start recycling clothes. This is part of the responsibility of being a consumptive society but being aware and responsible with something that has been started to contribute to improving environmental conditions.

Sociological Meaning Analysis

In the sociological meaning analysis phase, the researcher analyzes each poster slide in the @sayapilihbumi Instagram account post that contains eco-lexicon meaning in sociological meaning and also how the dialogue or phrase in the poster has a meaning that can influence the community to realize it by adjusting social conditions and practices directly with the environment. On the slides of posts containing eco-lexicon in sociological meaning, researchers found three phrases from the main data source as follows

The eco-lexicon “(*Tren Fesyen*) Fashion Trend” found in Figure 1 refers to the sociological meaning of how people act towards the popularity of trending fashion styles. With this phenomenon, the company that manages fashion products will involve support from certain parties to promote their fashion products or what is commonly known as endorsement. This endorsement is usually done to attract more consumers to consume certain products by using

someone's popularity so that people will be influenced to use similar products and fashion styles without thinking about the long-term impacts that will be obtained while causing the emergence of fashion waste that will affect the sustainability of the environmental ecosystem. With this "Fashion Trend" activity, one individual or group of people can easily influence other groups to wear the same fashion style as what they are wearing. This phenomenon, often also involves the influence of technology and online shopping platforms that provide many similar fashion models, this is deliberately made so that people can easily follow the current trend. This term is usually called Fear of Missing Out (FOMO), where certain individuals or groups will feel afraid of being left behind by other groups or people to create a moment that is popular at that time.



Figure 4 consumptive pattern campaign
Source: @sayapilihbumi Instagram

In the eco-lexicon “(Pola Konsumtif) Consumptive Pattern” refers to the sociological meaning which is characterized by the existence of a community relationship in consuming the products they want. With the consumptive pattern arising from this society, it can have a significant impact on the natural resources around it. “(Pola Konsumtif) Consumptive Pattern, that can be seen at Figure 4, can also cause more waste production and can exacerbate pollution. So that it can be classified as the act of exploitation of natural resources which can later affect the existing natural ecosystem. This “(Pola Konsumtif) Consumptive Pattern” lexicon connection can be a promotion to form a social movement that can have a good impact on the balance to maintain the environmental ecosystem.

The eco-lexicon “Online Shopping” found in Figure 4 refers to the sociological meaning of the influence of habits caused by consumers in doing online shopping. This can inadvertently form a consumptive pattern which will increasingly become a very natural thing so that it can make ordinary users with this habit which will make them over- consumptive because of the convenience provided to consumers. With this habit, the existence of “Online Shopping” activities will be one of the contributors to the production of public waste, such as packaging waste caused by the increasing amount of plastic used to package consumer orders, including bubble wrap waste. In addition, the consumptive behavior of “Online

Shopping” activities can lead to the emission of carbon dioxide gas caused by the frequent transportation of goods used to fulfil customer orders.

Biological Meaning Analysis

At the biological meaning analysis phase, researchers analyzed each poster slide in the @sayapilihbumi Instagram account posts that contained biological eco-lexicon meaning and analyzed the relationship between environmental conditions and ecosystems in the form of a word with environmental meaning contained in each language used in the poster. In the eco-lexicon biological meaning, researchers found five phrases from the main data source through the same post as well, as follows:



Figure 5 zero waste campaign

Source: @sayapilihbumi Instagram

In the eco-lexicon, Figure 5, zero waste refers to the biological meaning which can be characterized by the involvement of living things in it. The introduction of the term zero waste can affect the ecosystem in the environment to be healthier due to the reduction of waste produced. In addition, with the existence of zero waste, activities or opportunities to gain access to clean water, fertile soil, healthy air, and reduced air pollution will be better. This is because zero waste can help to prevent damage to natural habitats for other living things, such as the benefits to marine ecosystems if there is a reduction in plastic waste due to excessive consumption of plastic use. It can also help save the capacity of trees on earth that we usually use as the main material for making paper, tissue, and so on. In addition, zero-waste activity can reduce the greenhouse effect, which can also be beneficial in returning rainwater production properly.

In the eco-lexicon “(Emisi Karbon Dioksida) Carbon Dioxide Emissions” found in Figure 4 refers to the biological meaning of increasing global carbon dioxide gas emissions which can affect weather activities on earth, and can also be the cause of the emergence of extreme weather phenomena that will have an impact on the life of ecosystems on earth. This will increasingly have a bad impact on several lives, such as on agricultural ecosystems which can cause changes in the rainy season calendar and certain planting seasons in agriculture.

Then, it also has an impact on the stabilization of biodiversity which will also affect the emergence of the global warming phenomenon.

The eco-lexicon “(*Industri Fesyen*) Fashion Industry” found in Figure 4 refers to the biological meaning of the impact of the fashion industry on the balance and ecosystem of biodiversity. This is because the fashion industry is one of the causes of habitat destruction and depletion of non-renewable resources. In addition, the fashion industry can also cause pollution due to the increasing use of chemicals, clothing dyes, and treatments, it can contribute to environmental pollution that can affect the balance of the ecosystem.

The eco-lexicon “(*Energi dan Sumber Daya Produksi Pakaian*) Clothing Production Energy and Resources” found in Figure 1 refers to the biological meaning of how the impact is obtained by nature with the amount of energy and the number of renewable and non-renewable resources used to produce clothes every day. The continuous production of clothing can cause the environment to be polluted due to the mixing of chemicals used in the process of making clothes, such as the impact of the use of clothing dyes used by factories which will later be used as liquid waste, this can cause water pollution, so that living things lack access to clean water. The existence of water pollution will also have a serious impact on the survival of environmental ecosystems, especially on soil fertility. In addition, with the increasingly widespread production of clothing, there is also an impact on air pollution obtained through energy or steam from the machines used by factories to produce clothing. The air pollution caused by smoke or vapor from the production machines will also have an impact on the sustainability of the environmental climate. Then, another impact that arises as a result of the production of this clothing is also seen from the production of clothing using quality materials that are not easily decomposed with the environment, such as polyester and nylon materials that tend to contain more plastic.

In the eco-lexicon “(*Limbah Fesyen*) Fashion Waste” found in Figure 3 refers to the biological meaning which is found in the sentence “*Jika kamu bisa menjahit, kamu pun berarti bisa membuka peluang lain dalam mendaur ulang limbah fesyen.* (If you can sew, you can also open up other opportunities in recycling fashion waste.)” implies that the harmful impact of clothing waste on the environment is very serious and can cause damage to the ecosystem in it. The existence of clothing production and fast fashion trends whose manufacturing process is mostly made of materials that are difficult to decompose by the environment, especially the soil, is a significant contributor to the damage to the soil ecosystem, causing the soil to experience a lack of fertility. If the soil is no longer able to accommodate the fashion waste, the waste will automatically be transferred to sea discharge, which will also cause damage to the sustainability of the marine ecosystem which will also affect the process of carbon formation and discharge around us, causing increased air pollution. The impact of this fashion waste is very influential on the sustainability of the ecosystem because the damage experienced will greatly disrupt the sustainability of the activities of living things.

Discussion

The findings of this study reveal that the eco-lexicons embedded in the “Reach for a Greener Tomorrow” campaign posts on the @sayapilihbumi Instagram account function as powerful linguistic tools that not only communicate environmental messages but also foster awareness and promote sustainable behaviors among followers. These results align with the

theoretical framework of Greening the Media (Maxwell et al., 2013), which emphasizes the media's historic responsibility to address ecological crises through critical scholarship and ecolinguistic analysis.

The identification of three eco-lexicons with ideological meanings—Impulsive Buying, Clothing Rotation, and Recycling—reflects an expected pattern given the campaign's focus on fast fashion and its environmental impacts. The ideological meanings highlight how consumer habits such as impulsive purchasing and rapid clothing turnover contribute to environmental degradation, while recycling is presented as a constructive response. The presence of sociological eco-lexicons—Fashion Trends, Consumptive Patterns, and Online Shopping—further elucidates the social dynamics influencing consumption behaviors, such as the role of endorsements and online shopping convenience in promoting overconsumption. These findings deepen our understanding of how social and cultural factors shape environmental challenges. The biological eco-lexicons—Zero Waste, Carbon Dioxide Emissions, Fashion Industry, Clothing Production Energy and Resources, and Fashion Waste—underscore the tangible ecological consequences of fast fashion, including pollution, resource depletion, and ecosystem disruption. The comprehensive analysis of these three dimensions offers a nuanced explanation of the campaign's messaging strategy and its potential to influence public attitudes and behaviors.

This study's results corroborate and extend previous research on social media's role in environmental campaigns. Similar to findings by Fadli and Sazali (2023) and Karim and Yulianita (2023), Instagram is confirmed as an effective platform for environmental advocacy, capable of generating positive public engagement and raising awareness. The qualitative focus on eco-lexicons complements the predominantly quantitative analyses of engagement metrics found in other studies (Alif et al., 2024; Sari et al., 2022), providing deeper insight into the language strategies that resonate with audiences. Moreover, the study echoes Happer and Philo's (2013) observation that media shape public beliefs and social change by framing environmental issues in ways that can either mobilize or disengage audiences. The campaign's use of eco-lexicons to highlight the environmental costs of fast fashion and promote sustainable alternatives aligns with best practices in persuasive environmental communication identified in the literature (Pearson & Perera, 2018; Fagerholm et al., 2023).

The findings suggest that eco-lexicons are not merely descriptive but can function as catalysts for behavioral change by embedding ideological, sociological, and biological meanings into campaign messages. This implies that environmental campaigns on social media should carefully craft their language to address these three dimensions to maximize impact. Campaign designers and environmental advocates are recommended to incorporate eco-lexicons that explicitly connect consumer behaviors to ecological consequences while offering actionable alternatives, such as recycling and zero waste lifestyles. Furthermore, leveraging sociological insights about consumption patterns and social influences can enhance message relevance and persuasiveness. The demonstrated effectiveness of Instagram as a campaign platform also supports continued and expanded use of visual and linguistic strategies on social media to foster ecological consciousness and sustainable practices.

Based on the results, a broader hypothesis emerges that eco-lexicons, when strategically employed in social media environmental campaigns, can significantly influence public ecological consciousness and promote sustainable behavioral changes. Future research could

empirically test this hypothesis by measuring behavioral outcomes among campaign audiences, comparing different linguistic strategies, or exploring eco-lexicon use across diverse cultural contexts. Additionally, investigating the long-term effects of eco-lexicon-driven campaigns on environmental attitudes and practices would provide valuable insights into their sustained impact.

In conclusion, this study highlights the critical role of language in environmental advocacy on digital platforms. By unpacking the ideological, sociological, and biological meanings embedded in eco-lexicons, it contributes to a more informed understanding of how social media campaigns can effectively engage and mobilize publics toward sustainability goals.

CONCLUSION

Fast fashion, which is the production of clothing in large quantities and a fast manner, the clothing models follow the trends that are booming in society. It is not surprising that the factories that produce these clothes cause environmental damage. In addition to clothing factories, people also contribute to environmental damage due to fast fashion. This event invites many environmental care communities to voice their concern and ask people to pay more attention to their surroundings. One of the environmental care communities called @sayapilihbumi held a campaign through a poster that they uploaded on their Instagram account. The campaign poster uploaded to the @sayapilihbumi account certainly has the aim of inviting people to care more about the environment, especially fast fashion.

The posters about fast fashion that they upload use sentences that have phrases related to fast fashion and the environment. These phrases are referred to as eco-lexicons. Eco-lexicons on @sayapilihbumi posters carry the meaning of ecology to convey the intention of environmental awareness straightforwardly. These eco-lexicons will be examined to find out what type of meaning is contained in each eco-lexicon. The three types of meaning are ideological meaning, sociological meaning, and biological meaning.

Researchers found three eco-lexicons that have ideological meaning, namely a) Impulsive Buying, b) Clothing Rotation, and c) Recycling. The Impulsive Buying eco-lexicon refers to the habit of people buying clothes because they are trending, not because they need them. Furthermore, the Clothing Rotation eco-lexicon leads to the rapid change of clothes sold in the market, the existence of fast fashion causes the rotation of clothes to be very fast. Finally, the Recycle eco-lexicon leads to the process of re-empowering a product to take the benefits that are still available in a product. These three eco-lexicons lead to people's views on fast fashion and the actions that should be taken to protect the environment.

Furthermore, researchers found three eco-lexicons that contain sociological meaning, namely a) Fashion Trends, b) Consumptive Patterns, and c) Online Shopping. The Fashion Trend eco-lexicon refers to the phenomenon of the booming popularity of fashion among the public, thus increasing clothing sales. Furthermore, the Consumptive Pattern eco-lexicon refers to the act of people buying something because they "want" to have it, not because they need it. Finally, the Online Shopping eco-lexicon leads to the ease of shopping anywhere and anytime for people who will affect their consumptive patterns. Sociological meaning in these eco-lexicons leads to things that affect people's actions that can contribute to environmental damage.

Furthermore, researchers found five eco-lexicons that contain biological meaning, namely a) Zero Waste, b) Carbon Dioxide Emissions, c) Fashion Industry, d) Clothing Production Energy and Resources, and e) Fashion Waste. Eco-lexicon Zero Waste leads to environmentally conscious actions to reduce waste generation. Carbon Dioxide Emissions Eco-lexicon leads to the increase of carbon dioxide due to the production process of fast fashion. Fashion Industry Eco-lexicon leads to environmental damage due to the development and activities of the fashion industry. The Clothing Production Energy and Resources eco-lexicon points to the impact on the environment due to the exploitation of resources used in the daily clothing production process. Finally, the Fashion Waste eco-lexicon points to the harmful impacts on land, air, and oceans due to fashion waste. These five eco-lexicons relate to the environment and the living things in it that are affected by fast fashion.

Authors Information

Meliana Sari, Student of English Department, Universitas Jember, Indonesia. E-mail: melianasari800@gmail.com

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