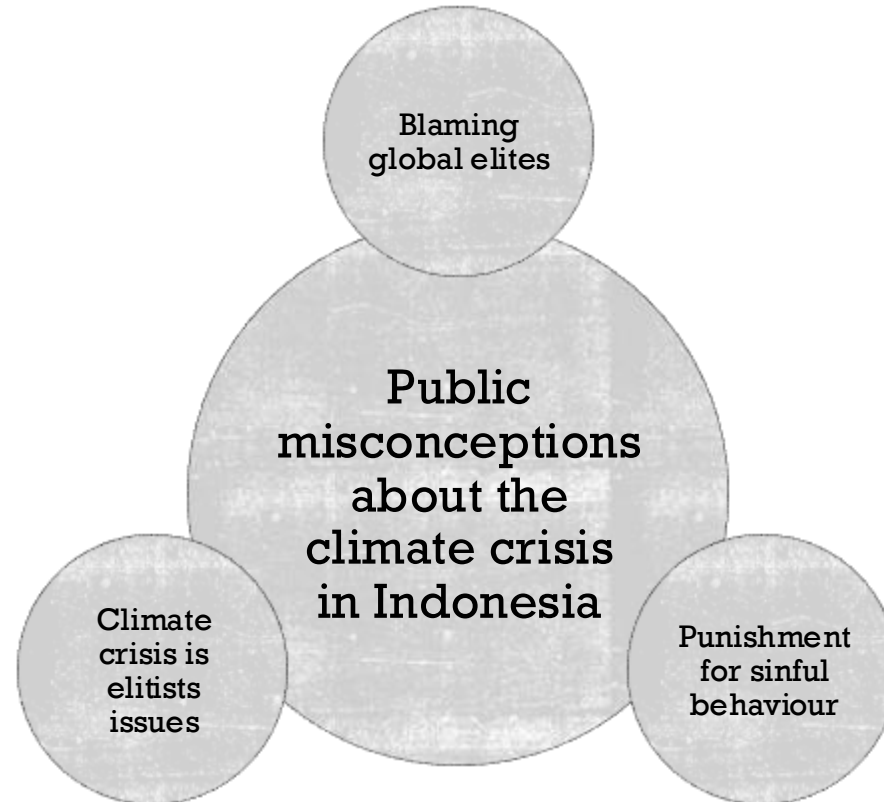


Yuanita Safitri
PhD Candidate
University of
Canterbury

DIGITAL ACTIVISM STRATEGY ADAPTING TO CLIMATE CRISIS

STUDY BACKGROUND



let's do
something!!!

**RESEARCH
QUESTION**

**HOW ARE DIGITAL ACTIVISM
STRATEGIES IN RESPONSE TO
CLIMATE CRISIS IN INDONESIA?**

LITERATURE REVIEW

- Digital activism—also known as online activism—refers to the use of digital technologies to drive political and social change (Joyce, 2010; Alshehri, 2016).
- According to Edwards, Howard, and Joyce (2013), a digital activism campaign is a *strategically organised public effort that uses digital media as its primary tool for mobilisation and advocacy, targeting specific authorities or institutions.*
- *Social media platforms play a key role by rapidly mobilising individuals* from diverse social, cultural, and geographical backgrounds around shared causes. This *democratisation of communication* enables a wider range of voices to be heard, especially those often excluded from traditional media narratives (Cammaerts, 2012).



METHODOLOGY



Approach: Qualitative study



Methods: Visual and thematic analysis



Data Source: 14 public Instagram accounts focused on environmental issues in Indonesia. Posts collected over a 1-year period (1 August 2023-1 August 2024)

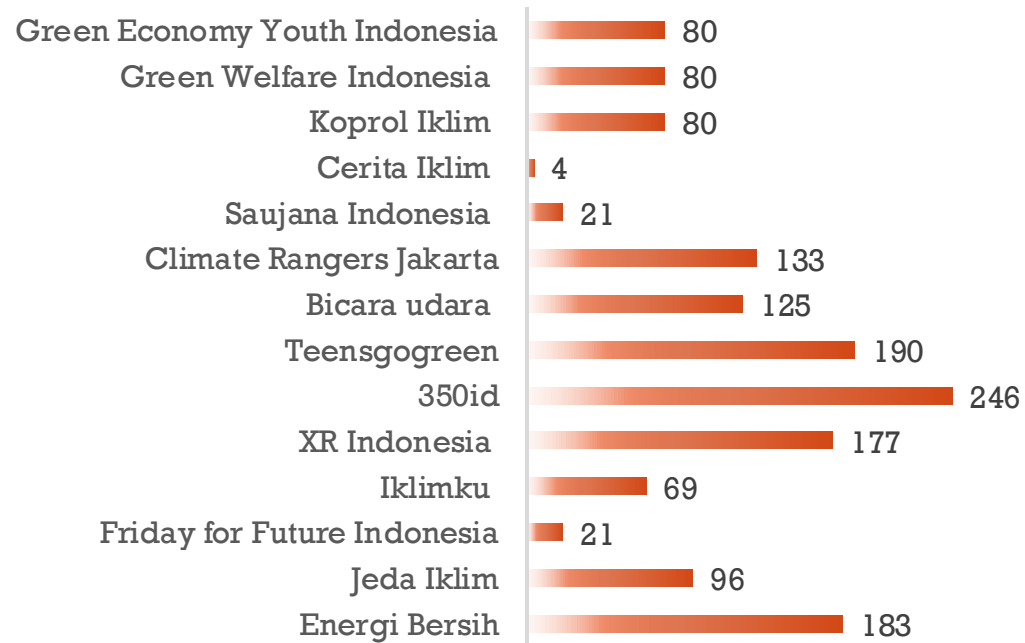


Additional data: Semi-structured interviews with social media managers



INSTAGRAM POSTS

■ Total Post



1505 Feed Posts

DIGITAL ACTIVISM STRATEGIES



Collaboration



Issue-based
messaging



Localization of
global movement



COLLABORATIONS

NEW
ENERGY
NEXUS
Indonesia

Knowledge Partner:



ROAD TO [RE]POWER POLICY HACKATHON

ENERGY POLICY BOOTCAMP

29-31 Juli 2024 via Online



Community partners



DAFTAR SEKARANG

bit.ly/bootcamprepower



ranuwelum.foundation and 3 others
Kalimantan

ranuwelum.foundation Addressing the "boiling earth" and preventing further escalation of the climate crisis requires action on multiple fronts. Here are some key steps that can be taken:

- ✓ Transition to clean energy
- ✓ Reduce emissions from transportation
- ✓ Improve energy efficiency
- ✓ Protect forests and restore ecosystems:
- ✓ Adopt sustainable agricultural practices:
- ✓ Promote circular economy
- ✓ Enhance climate change education and awareness
- ✓ Engage in collective action

Tackling the climate crisis requires a comprehensive and collaborative approach at all levels of society - from individual actions to global cooperation. It's not too late!

#GlobalClimateStrike #KalimantanClimateStrike
#ClimateJustice4Kalimantan

106 w

Liked by jedaiklim and 240 others
17 September 2023

Add a comment... Post



ISSUE-BASED MESSAGING



LOCALIZATION OF GLOBAL MOVEMENT



REFERENCE

- Alshehri, T. (2016). *Challenges of digital activism in Saudi Arabia: The case of Raif Badawi*.
- Joyce, M. (2010). Introduction: How to think about digital activism. In M. Joyce (Ed.), *Digital activism decoded: The new mechanics of change* (pp. 1–14). New York, NY: International Debate Education Association
- Edwards, F., Howard, P. N., & Joyce, M. (2013). Digital activism and non-violent conflict. *Available at SSRN 2595115*.
- Cammaerts, B. (2012). Protest logics and the mediation opportunity structure. *European journal of communication*, 27(2), 117-134.

Image

- IG/jedaiklim
- IG/Teensgogreen.id





Thank you!

Let's connect

Yuanita Safitri

Yuanita.Safitri@pg.canterbury.ac.nz



Digital Activism Strategy Adapting to Climate Crisis

A study conducted by the Center for Digital Society titled “Tackling Climate Crisis in Indonesia” (2024) sheds light on significant public misconceptions about the climate crisis in the country. The study, which surveyed 2,401 respondents and most of them were Gen Z, reveals that 24.2% of respondents believed that the climate crisis was the result of deliberate engineering by global elites. Furthermore, about one-third of the respondents attributed the crisis to the increasing prevalence of sinful behaviour and disobedience to religious value. These findings are concerning as they illustrate how misinformation and lack of scientific literacy may hinder effective climate action in the region.

Adding to those misconceptions the Climate Change in the Indonesian Mind (Leiserowitz et al., 2023) report, produced by the Yale Program on Climate Change Communication, found that few Indonesians had engaged in political actions to protect the environment from human-induced destruction. This reluctance to engage politically or take proactive steps indicates a broader societal disconnect from the urgency climate action. From both the recent survey data, it becomes evident that many in the country perceive natural disasters as consequences of human moral failing, rather than the result of anthropogenic factors.

On a positive note, some young Indonesians have taken initiative to educate others about the climate crisis and the misconception surrounding it through digital platforms. This article is part of my dissertation project, in which I employed virtual as the primary data collection method. I analysed the public Instagram accounts of 14 groups focused on climate change from 1 August 2023 to 1 August 2024. The dataset comprises 1505 posts, including single posts, carousels, and Reels. Additionally, I conducted interviews with the social media person behind these groups to gain further insight into their communication practices.

Each group employs unique approaches to educate their audiences, yet three common communication strategies emerged across nearly all the groups studied. The first strategy is collaboration, which can take the form of both online and offline partnerships. This strategy enables the groups to expand their message’s reach beyond their immediate followers to include those of their collaborators the second strategy involves aligning messages with current issues. Finally, many groups establish local chapters of global movements, such as Power Up and Global Climate Strike, to create a sense of global solidarity while focusing on localized action.

The study is significant for its potential to inform and enhance strategies for addressing climate change misinformation and fostering more effective public engagement. By examining the communication strategies employed by youth-led climate groups in Indonesia, this research provides valuable insight into how digital platforms can be leveraged to change public perceptions and counter misconceptions about the climate crisis.

Reference

- Kurnia, N., Putri, T., Kusumaningtyas, A., Abisano, F., Putrawidjoyo, A., Sasmita Jati-Karim, M., & Socarana, B. (2024). Tackling Climate Crisis Misinformation in Indonesia.
- Leiserowitz, A., Rosenthal, S., Verner, M., Lee, S., Ballew, M., Carman, J., Goldberg, M., Marlon, J., Paramita, E., Chamim, M., Mohamad, P., & Daggett, M. (2023). *Climate Change in the Indonesian Mind*. Yale University. New Haven, CT: Yale Program on Climate Change Communication.