

DEPICTION OF ENVIRONMENTAL ACTS ON ASTUNGKARA WAY'S INSTAGRAM

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Abstract. This study explores the framing of environmental acts on Astungkara Way's Instagram, focusing on how these narratives shape public perception and engagement with sustainability. Utilizing a qualitative descriptive methodology, this study analyzes a selection of posts to identify recurring themes and framing strategies. Results of this study reveal that Astungkara Way makes use of positive framing, highlighting various environmental acts and the potentials for collective action. By framing ecological issues through community engagement, Astungkara Way effectively mobilizes its audience towards sustainable practices. The findings contribute to the understanding of social media as a powerful tool for environmental advocacy, demonstrating how strategic messaging can influence public awareness and facilitate social change.

Keywords: framing, environmental acts, Instagram

INTRODUCTION

In recent years, social media platforms, particularly Instagram, have emerged as significant venues for environmental discourse and activism. Instagram, with its visual-centric approach, serves as a dynamic arena for environmental advocacy, where language and imagery converge to communicate urgent messages about sustainability, climate change, and biodiversity. For instance, a study by Muliawan et al. (2024) discuss that hashtags on Instagram serve as a powerful tool for constructing ecological narratives that engage the public in conservation initiatives. Additionally, Lee and Weder (2021) point out that Instagram posts often emphasize themes and frame sustainability as not just a trend but a necessary lifestyle shift.

The framing of environmental acts involves selective emphasis on certain aspects while downplaying others, shaping the overall narrative that audiences receive. Stibbe (2015) outlines the importance of language in shaping our understanding of ecological issues. It is highlighted that language not only reflects but also constructs human's relationship with nature. Different frames can emphasize specific aspects of an issue, shaping public understanding and attitudes. In the context of environmental acts on Instagram, the choice of words in the captions can significantly impact how environmental messages are perceived, potentially motivating users to engage in pro-environmental behaviors. As an example, Swari et al. (2024) revealed that positive and negative framing can be applied on Instagram captions when it comes to raising awareness towards ecological issues. Additionally, certain eco-lexicons can be found, such as "sustainable", "eco-friendly", and many more (Swari et al., 2023). Similarly, Naureen and Janjua (2024) found that key framing patterns that highlight themes of environment are responsibility, urgency, and the interconnectedness of environmental and socio-economic issues. Through linguistic choices and rhetorical devices, these frames influence readers' understanding of sustainability and the potential actions as social responses.

This study focuses on the framing of environmental acts on Astungkara Way's Instagram. This study seeks to contribute to offer insights into how effective language strategies can enhance public

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engagement with ecological issues, ultimately fostering a more informed and proactive community in the face of environmental crises.

RESEARCH METHOD

This study utilized qualitative method, in which the data were analyzed in a descriptive manner. Data were obtained from Astungkara Way's Instagram ([instagram.com/astungkaraway_trails](https://www.instagram.com/astungkaraway_trails)) which has 579 posts and 7.925 followers (November 2024). Data were analyzed by referring to Stibbe's theory (2015) on framing in ecolinguistics, and conclusion was drawn based on the results.

RESULT AND ANALYSIS

This study revealed that Astungkara Way mostly utilizes positive framing for environmental acts in Bali. Positive framing is closely-linked with the choices of words or dictions which can encourage the readers to be more aware of environmental issues and take actions immediately. These dictions include adjectives and nouns related to ecology.



Fig 1. The Act of Gotong Royong

- (1) “Volunteer with us in the rice paddies. Join us for GOTONG ROYONG every Wednesday from 4pm-6pm at our regenerative farming learning center and help us with the task of the day. It's also a great opportunity to visit our farm and learn with us about regenerative practices and permaculture. It's suitable for everyone, no matter what's your age or language is, you are welcome. There is no need to register or sign up. Just show up. “

Datum (1) shows encouragement of participation in a communal activity called “*gotong royong*,” which is a traditional Indonesian practice of mutual cooperation. It emphasizes that the event is held weekly and is open to anyone interested in regenerative farming and permaculture. The use of “regenerative” emphasizes the eco-friendly and sustainable nature of the farming practices being taught, appealing to those interested in environmental conservation. The adjective “great” conveys excitement and enjoyment, suggesting that volunteering will be a rewarding and positive experience. Last but not least, “suitable” reinforces the inclusivity of the invitation, indicating that the activities are accessible to everyone regardless of age or language.



Fig. 2. Grounded Course

- (2) “Today’s is our 9 out of 10 sessions of grounded course. We make scarecrow, cleaning the pathways, and make compost together. We hope that the scarecrow will guard the rice from the birds. It was a blast!”

Meanwhile, datum (2) highlights a learning experience where participants engage in practical activities related to farming and sustainability, such as making scarecrows, cleaning pathways, and creating compost. By describing the experience as “a blast,” it also adds a positive, enjoyable aspect to the activities, making it clear that learning about sustainable practices can be fun and engaging. These activities aim to teach practical skills while fostering community involvement.

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Fig. 3. Regenerative Farm Tour

- (3) “Join our REGENERATIVE FARM TOUR open for public. Learn with us about regenerative practices through hands-on activities in the field.”

In datum (3), the caption promotes a “Regenerative Farm Tour” that combines learning about eco-friendly farming practices with interactive, hands-on activities. The adjective “regenerative” highlights the focus on farming practices that restore and improve ecosystems, suggesting a commitment to sustainability and environmental health., while “hands-on” emphasizes the interactive, practical nature of the activities. This framing highlights the opportunity for meaningful participation in important environmental work. This caption frames the post as centered on sustainability by promoting the idea that everyone can learn about and participate in regenerative agriculture.



Picture 4. Jungle Crossing

- (4) “Happiness of finishing JUNGLE CROSSING part of our trail. Jungle Crossing is around 22km walk through the primary forest near Tamblingan lakes. It's part of our 6-day and 10-day trail, but we can also provide it as separate 2-day experience for minimum of 4 participants. The group is always accompanied by a forest ranger who knows the forest well and can explain about fauna and flora around. We highly recommend this experience to advanced walkers as most parts of the trail are challenging and include steep inclines.”

Datum (4) describes an activity called “Jungle Crossing,” which is a hiking experience through the primary forest near Tamblingan lakes. The adjective “primary” emphasizes the untouched, natural quality of the forest. Additionally, “separate” highlights the flexibility of the experience, making it accessible as a standalone adventure. “Advanced” frames the trail as suited for more experienced walkers, indicating the challenge and rewarding nature of the journey. The word “challenging” prepares potential participants for the demanding aspects of the hike, setting realistic expectations while enticing those looking for a rewarding outdoor experience. Together, these elements enhance the overall appeal of the Jungle Crossing, inviting adventurous souls to connect with nature in a meaningful way.



Fig. 5. Farming and Gardening

- (5) “Tuesdays are in the name of GROUNDED COURSE. This semester we are fully booked with 20 participants that learning with us not only about farming and gardening, but we have also workshops about cooking and how to use local produce, how to make natural pesticides and much more!”

Datum (5) also highlights a “Grounded Course” that combines farming and gardening with workshops on cooking, local produce, and natural pesticide-making. The adjective “natural” which emphasizes the use of environmentally friendly practices, such as natural pesticides, contributing to the post’s focus on sustainability and organic farming. It contributes to a frame that reflects education, sustainability, and community engagement. The post highlights a hands-on learning experience through the grounded course, emphasizing practical skills like farming, cooking, and making natural products. The frame suggests a comprehensive, interactive learning environment that encourages sustainable practices while fostering community involvement.

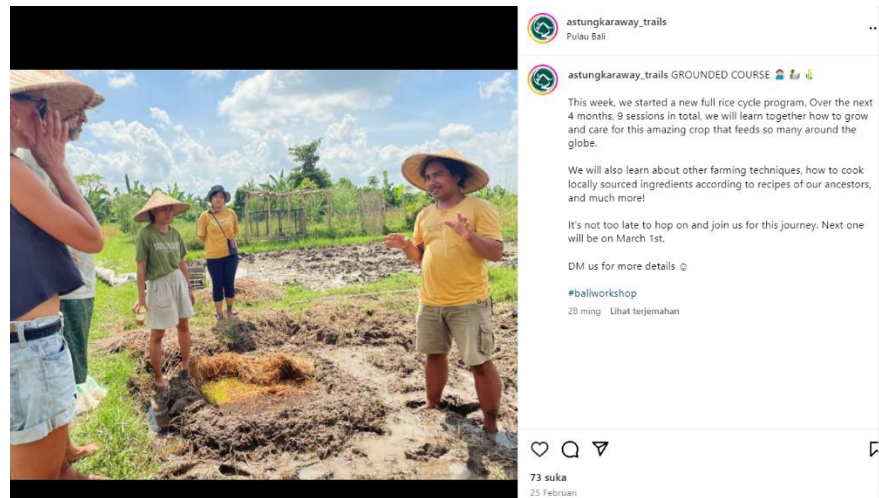


Fig. 6. Rice Cycle Program

- (6) “GROUNDED COURSE! This week, we started a new full rice cycle program. Over the next 4 months, 9 sessions in total, we will learn together how to grow and care for this amazing crop that feeds so many around the globe. We will also learn about other farming techniques, how to cook locally sourced ingredients according to recipes of our ancestors, and much more!”

Datum (6) introduces a new “Grounded Course” focusing on the rice cycle, with participants learning how to grow rice and cook using ancestral recipes. The adjectives in datum (6) like “full,” “amazing,” and “locally sourced” frame this course as holistic and important. “Full” emphasizes that the program covers every aspect of the rice cycle, while “amazing” conveys the significance of rice as a crop. “Locally sourced” again reinforces sustainability and cultural authenticity, suggesting that participants will connect deeply with local traditions and farming methods.



Fig. 7. Tradition and Culture

- (7) “Our trail is all about discovering Bali through the eyes of Balinese people. We provide and facilitate the opportunity for the pilgrims to learn about their traditions and culture, to taste the local cuisines and try to make hand craft.”

Datum (7) describes a cultural trail designed to provide participants with an authentic Balinese experience. It employs adjectives such as “local,” “traditional,” and “hands-on” frame this trail as an authentic and educational experience. “Local” and “traditional” emphasize the cultural depth of the activities, while “hands-on” highlights the interactive nature of the tour. This framing encourages a deep, respectful engagement with Balinese customs, framing the activity as both a learning opportunity and an authentic cultural immersion.



Fig. 8. Growing Rice

- (8) “Living the rice cycle. Today, we started a new chapter of our course where participants will learn about the whole process to grow rice from seed to table. Over the next 4 months, they will have 10 sessions full of activities and learning practices to experience the work of Balinese farmers. We are beyond grateful for such a high attendance this semester with 20 participants to join. See you in the fields!”

The adjective “new” in datum (8) indicates a fresh start and a sense of excitement about the upcoming learning journey, suggesting that participants will engage with current practices and knowledge. “Whole” emphasizes the comprehensive nature of the course, indicating that participants will gain a full understanding of the rice cycle, which is essential for appreciating sustainable agricultural practices. “Grateful” conveys a positive sentiment and appreciation for the participants, fostering a welcoming and inclusive atmosphere. This caption frames the post as focused on sustainability because it centers on the rice-growing process, a vital aspect of local agriculture in Bali.

CONCLUSION

In a nutshell, it can be concluded that Astungkara Way’s Instagram mostly utilizes positive framing in promoting environmental acts, and it is done by choosing certain dictions which include adjectives and nouns. With the growing intensity of environmental challenges, the importance of language in influencing ecological awareness and actions is becoming more crucial. It is suggested that ongoing research should delve into the complexities of this relationship, enhancing our understanding of how language can play a role in promoting a more sustainable future.

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