The Culture of Using Social Media of Environmental Discourse by The Youth in Tangerang City

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Abstract. This study explores the construction of environmental discourse in social media among the youth in Tangerang City, Banten Province, Indonesia, based on the perspective of environmental communication concept and social media perspective. The method incorporated was a case study by interviewing key informants, ten youth from Tangerang City, with qualitative descriptive analysis. The research found that almost all key informants have a common culture of environmental discourse in social media. Also, the research found that the youth socialize with others on social media who feel the need to grow and participate. In addition, the youth think that the discourse on a green environment refers to the desire to create an environment that is clean from garbage and has lots of trees and more plants, creating a peaceful, quiet, spacious environment with and preserving lots of green plants and animals.

Keywords: social media, environmental discourse

1 Introduction

Digitalization process is still growing and making a new phenomenon in human and environmental communication. In reality, public relations terminology can adopt environment communication, especially digital public relations. It means digitalization on one side and environment or green communication in the other can be synchronized for several purposes, such as supporting education for teenagers in senior high school. So, we decide to conduct research and interview several senior high school students to know how the culture of using social media promotes green living in their home, school, and environment. To support this research, we must first understand the communication perspective. Indeed, in the communication aspect, we can find a mutual understanding, the same perspective between communicator and their communicant, to get a good reputation or to persuade their participation in communicator activities. For teenagers, we can strive with this concept, which relates to their outdoor and indoor activities, especially for green environments. Digital tools, like online media and social media, become a solution to its

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Along with today's rapid development, technological advancements have had a significant impact on society, particularly among the younger generation. This can be seen in the considerable amount of time young people spend online, social media, and gaming. These activities are not only a way to fill time but also a means of communication, with the content of messages about efforts to maintain a healthy environment.

We must begin by raising awareness and concern for the younger generation. It is necessary to review technological developments and their implications on society, particularly on the younger generation. This can be done through various methods, including seminars, workshops, and social media campaigns. In the context of environmental communication, it is necessary to study more deeply the aspects of communication, especially in relation to technological advancements.

The task of communication practitioners is to inform, persuade, influence and to communicate, with the content of messages about efforts to maintain a healthy environment. This includes various methods, such as seminars, workshops, and social media campaigns. In the context of environmental communication, it is necessary to study more deeply the aspects of communication, especially in relation to technological advancements.

On the other hand, today's life is increasingly eroding the environment, with a lot of damage. These disasters may cause many problems, such as landslides, floods, and pollution, which can result in loss of life and property. It is important to maintain a healthy environment, not only for the current generation but also for future generations. The government has started by raising awareness and concern for the younger generation, offering seminars and workshops on environmental issues relevant to their interests.

Along with the seminars and workshops, there have been social media campaigns. These campaigns are conducted to raise environmental awareness among the younger generation, especially students. The campaign content includes various aspects of environmental communication, such as reducing pollution, conserving water, and reducing waste. These campaigns are conducted through social media platforms, where the younger generation is more active. The campaigns are supported by environmental regulations that are regulated by the government.

The campaign content is based on current technological developments, especially during the digitalization process. This process has caused an international agenda to be used, with the problem of damage caused by natural disasters such as landslides. These disasters may cause many problems, such as landslides, floods, and pollution, which can result in loss of life and property. It is important to maintain a healthy environment, not only for the current generation but also for future generations.

In conclusion, the younger generation is the spearhead of various aspects of environmental communication, especially in relation to technological advancements. The government has started by raising awareness and concern for the younger generation, offering seminars and workshops on environmental issues relevant to their interests. The campaign content is based on current technological developments, especially during the digitalization process. This process has caused an international agenda to be used, with the problem of damage caused by natural disasters such as landslides. It is important to maintain a healthy environment, not only for the current generation but also for future generations.
In ICEnSO 2023, which is the dissemination through the media and its implementation, as well as mobilizing the public, contains situation analysis and problem identification, analysis of the parties/actors participate in, and access for all. Some content can be defined replacing human meaningful interaction with superficial online chatter and cultivating hate. Internet taxation are used as environmental communication media, starting from understanding digitization are used, preserving the green environment, where the younger generation can contribute and become pioneers in the field of the environment. Stage 1 is market research, where we study the process of environmental communication, the audience, and objective communication (to increase knowledge, influence behavior, and preserve the green environment). Stage 2 is the analysis of content, where we study the process of environmental communication. The idea is social digital communication, i.e., social media is the process of talking to each other and sharing information, photos, videos, and whatever they consider interesting. At its core, social media allows for communication activities. In addition, the Environment Agency also communicates through online media, websites, and WhatsApp groups. Social communication or a more precise term, according to Robert Blanchard explained [1], is social digital communication, i.e., social media. According to Tan et al [2], social media indicates the dissemination mechanism that strengthens the impact of every function within an organization. Furthermore, it is necessary to study the process of environmental communication and selecting the media. Stage 3 is the design of the message to be transferred. Stage 4 is action and implementing the strategy. Stage 5 is the effectiveness evaluation of the activity. With more detailed stages, we can get fully meaningful and practical results. Meanwhile, it is necessary to study the process of environmental communication technology through social web platforms. Some issues revolve around the control of the internet. At the same time, we will start by doing reviews of the studies and selecting the media. Stage 3 is the design of the message to be transferred. Social media is influenced by its latest location at any given time. According to Cox [3], the idea of digital communication indicates infrastructure and networking mechanism that strengthens the impact of every function within an organization. Furthermore, it is necessary to study the process of environmental communication technology through social web platforms. Some issues revolve around the control of the internet. At the same time, we will start by doing reviews of the studies and selecting the media. Stage 3 is the design of the message to be transferred. Social media is influenced by its latest location at any given time.
The purpose of this research is to discuss the role of environmental discourse through social media, specifically magazines, websites, and newsletters. It is widely believed that this medium, namely an interactive socialization application, which is specially designed for teenagers, can provide information to add new beliefs related to a topic or organization. The messages in the campaign are designed to change the direction of individuals, as it allows them to influence information. Information is considered as the essence of persuasion activities because it can help humans to overcome environmental problems. Whereas constitutive environmental communication is a constitutive and pragmatic means of helping humans to overcome environmental problems. Whereas constitutive environmental communication is a pragmatic and constitutive goal to provide people with an understanding of the environmental problems. Coax [4] also stated that environmental communication is a study of the understanding and representation of nature, human beings with the environment and human relations with nature. Cox [4] even further highlighted is how to maintain a green environment and green living. The messages in the environmental communication process are designed to serve the community and represent nature and ideological roots. Therefore, you can see the importance of integrating environmental communication with mediated status, framed by the dominant paradigm, as a method to serve humanity. Furthermore, Oravec and Klurke[5] mentioned that environmental communication includes aspects of regulating, compiling, and representing nature. Complicated ideological roots influence information, or information, or information that can affect attitudes, then attitudes are possible to influence behavior towards the surroundings, human beings with the environment and human relations with nature. Cox [4] even further highlighted is how to maintain a green environment and green living through mediated status, framed by the dominant paradigm, as a method to serve humanity. According to Corbet[6], this theory can be applied by communication practitioners in the environmental communication process. According to this theory, this can be applied by communication practitioners in the environmental communication process. According to this,
2 Methodology

The research strategy for asking “how” and “why” is case study [7]. The data collection was taken from many sources, such as field research, depth interview, triangulation technique with secondary data validation, and personal data gathering data checking. In this research, all data was taken from Tangerang City, Banten Province.

[11]. The data collection was taken through several key informants can give information and general knowledge about teenagers in the city of Tangerang have formed a culture of using green environmental discourse through online media by teenagers in Tangerang City, who are not to be holistic but also a part of culture or group. The key informants often use social media such as TikTok and Instagram to dispel boredom and confusion about what to do at a certain time. At night, the youths also like to view funny content, especially tutorial and drama content, listening to songs and reading stories. Meanwhile, the youths mostly open social media three times a day, via Twitter and Facebook.

3 Findings

First, the research is inductive. It is applicable in genuine habitat as a nature that is beautiful, healthy, fresh, as a social media is used as a way to dispel boredom and confusion about what to do at a certain time. All members of society are mix of males and females, the youths are mostly students of senior high school, and are mix of males and females, and the youths mostly open social media such as TikTok and Instagram.

Second, focus on human interpretation process. Qualitative data analysis can be read and interpreted. Qualitative data analysis process can be covered from many resources, such as in text, video, interview, and other sources can be analyzed from many resources, such as in text, video, interview, and other sources but not in the same form.

Third, the research uses triangulation technique with secondary data validation. The key informants often use social media such as TikTok and Instagram to dispel boredom and confusion about what to do at a certain time. At night, the youths also like to view funny content, especially tutorial and drama content, listening to songs and reading stories. Meanwhile, the youths mostly open social media three times a day, via Twitter and Facebook.

Fourth, it can be used as a tool to organize, manage, and analyze proceedings. Depth interview was taken to several respondents. With depth interview, the researchers can analyze the research subject, which is research focus is a human act study and spiral strategy theory.

According to Yin, case study is a research method to design, collect, and analyze data. The data collection was taken through several key informants can give information and general knowledge about teenagers in Tangerang City, Banten Province, who are not to be holistic but also a part of culture or group. The key informants often use social media such as TikTok and Instagram to dispel boredom and confusion about what to do at a certain time. At night, the youths also like to view funny content, especially tutorial and drama content, listening to songs and reading stories. Meanwhile, the youths mostly open social media three times a day, via Twitter and Facebook.
feels calm and pleasing to the eye, a clean, beautiful, peaceful environment with lots of trees and flowers. They also include that there should be organic and non-organic trash bins.

Moreover, the youth also have their definition of a green environment at school, at home, and in the surrounding environment. A Green school environment should have lots of plants and trees, lots of trash bins, and comfort. There should be a field corridor that has lots of plants. A green environment in schools can also mean not using plastic excessively.

At home, the green environment is dire as students do not feel comfortable due to the lack of planted plants and air pollution. The green environment at home could mean planting and greening the neighborhood. The surrounding environment is beautiful, and lots of plants. The green environment at home includes planting herbs and medical plants in pots.

People are also advised to clean clogged drains so that the environment in the house is cool and healthy.

In discussing green environment discourse with the closest people, the key informants admit that they often discussed the issue with teachers during talks or teaching. There was one family that closed the holes that became rat nests. It discusses more about cleanliness around it so it does not get dirty and preserves existing plants. In addition, a student said that when they were in junior high school, they separated the waste bottles and watered the trees around the field. Meanwhile, each of family member also discuss about piles of garbage and plastic. Also, when together with friends, they keep reminding each other to maintain a green environment.

The researcher reviews the grouping of general themes, namely the meaning of the green environment. The grouping begins with the results of the introduction and understanding of youth about the green environment, along with the review of the urgency of research and problem formulation. Next is describing the grouping of themes based on the explanations from all the key informants starting with identifying and analyzing green environmental aspects.

First, a beautiful and well-maintained environment is needed, litter-less habit is very important. Key informants explained the context of the green environment in terms of the beauty and care of the environment includes planting plants, trees, the physical environment, and waste management. This assumption arises because if the environment is not maintained a few green plants will create an arid and uncomfortable environment. The presence of waste that is disposed carelessly will certainly damage the beauty of the environment.

Second, the environment should have a vast area of trees and plants so that it feels cool and pleasing to the eye. Coolness and pleasing to the eye are the requirements of a green environment. The presence of trees and plants will create a cool environment that is pleasing to the eye.

Third, an environment that has lots of plants and goes green. Here is included the go green aspect, which includes saving energy and managing organic and non-organic waste.

Fourth, a clean environment should have lots of trees and flowers and organic and non-organic trash cans. The existence of organic and non-organic waste bins is one of the conditions for a green environment, as stated by the key informant. These young people demand not only the presence of green plants but also separate trash bins for organic waste such as leftovers, vegetables, and fruits and non-organic waste such as plastic, cans, glass, and materials that are difficult to decompose. The separation of trash bins further supports environmental sustainability (sustainable environment).

Fifth, the green environment is beautiful and peaceful. A peaceful environment is an aspect of a green environment. This informant demands harmony between neighbors to be the basis for creating a beautiful and peaceful environment. Neighbors must consult each other in overcoming environmental problems such as the problem of scattered garbage.
Sixth, a green environment should have fresh air. Key informants associated a green environment with fresh air, more precisely without air pollution. The existence of many trees and green plants will produce more oxygen. The dominant oxygen composition in the air will create fresh air and comfort people.

The discourse on the green environment is divided into the desire to create a greener environment and what is expected of a green environment, including:

a. The desire to create an environment that is clean from trash and lots of trees.
b. More plants are planted.
c. Want to create a peaceful, quiet, spacious environment with lots of green plants and animals.
d. Want to open a better living environment and in every one green environment, and there is a place to exercise.
e. Wanting to create a greener environment, trees are planted on the side of the road so it does not get too hot.
f. Want to create a greener environment that is free from cigarette smoke.

Students also like to have discussions on green environment movements on social media. They like to discuss the green environment on social media such as when the school takes part in Adiwiyata competitions. The students also like to watch Pandawara group community programs and view inspirational content on how to maintain a green environment with their courage and struggle to create a better environment.

After we see how teenagers interpret the concept of a green environment, we might conclude that their interpretation is simple in accordance with the learning process they experience or the expectations they give about the concept of a green environment. This interpretation is very important for the future survival and sustainability of the environment. What is imprinted in the minds of these teenagers will try to be realized in efforts to preserve the environment to become a better condition.

In interpreting the concept of a green environment, it seems not only in terms of the abundance of green plants but there is a fundamental and deep interpretation such as a culture of caring for the environment and the separation of organic and non-organic waste, an energy-efficient environment, a peaceful environment, and a fresh environment. These all refer to an environment-friendly and green culture (care for the environment).

The phenomenon and spirit that emerges in the context of this meaning is the need to create a green environment physically. From the people themselves, the point is how to get used to cultivating a culture of clean living, caring for the environment, and being environmentally friendly.

So, what the key informants experienced was relevant to their online media culture, especially in understanding how a green environment was formed. When referring to behavior change, there are elements of community support, the environment, and the reality that teenagers experience in their daily lives. Besides, personal orientation and how they accept the reality of life also shape this meaning. At the same time, their shared values, beliefs, ideas, and behaviors are reflected in their experiences and the real world.

Furthermore, the research also explores the young people’s reviews of their knowledge and opinions about the government’s current policy. In this case, the key informants interpreted it based on their thinking patterns, habits, judgments, images, and experiences, divided into government policies regarding the green environment they know and whether they agree with. Their knowledge related to government policies on green environment is as follows:

a) RPTRA gardens were made for children’s play and a place to plant many trees.
b) Lack of knowledge of government policies regarding reforestation.
c) Lack of knowledge of government policies on the environment but have watched a campaign on TV about disposing of waste in its place.

d) Knowing there is a green environment competition, namely the Adiwiyata competition.

Their opinions on government policies are expressed as follows:

a) Agree with the government's policy of making RPTRA parks because the air becomes cleaner and makes people aware of the importance of a green environment.

b) The government must emphasize the green environment because there is currently global warming.

c) The government is less assertive in dealing with the green environment, such as the problem of littering.

d) The government seems weak; there are even rare trash cans in the area where they live.

e) The government should do a lot of greening in crowded places or meeting points of many people.

f) The government's policy is good though it is still concerned with caring for the environment. The government should help anyone who wants to clean up the environment, like the Pandawara community, not just order people and pay for it.

g) Agree that with the Adiwiyata competition, the community will be encouraged to reforest.

h) The government should take firm action because there are still many parties destroying the environment.

i) The government doesn't take care of the environment, so there is the Pandawara community or people who want to help, here the government has to intervene.

According to the key informants, the application of an environmentally friendly and environmentally caring culture must begin with the motivation to preserve the environment, starting from the home, school and residential environment. Such as cleaning the environment, planting green plants, providing trash cans, reducing plastic waste, planting medicinal plants, and clearing clogged drains.

Informants' understanding of the importance of a green environment is almost the same. They feel that environmental preservation is not only the responsibility of the government but also the responsibility of society and ourselves as members of society.

This green environment discourse is not only echoed in the real world but also cyberspace/digital world, such as on YouTube: Pandawara Community, Instagram, and in various communication media such as on television in the form of public service advertisements about cleanliness and greening.

Especially for the Pandawara community, the content they produce really inspires the younger generation with their courage and struggle to create a better environment. One of their content on YouTube went viral when this community asked 4,000 Lampung residents to clean the second dirtiest beach in Lampung, namely Sukaraja Beach. Even so, this action has somewhat sparked controversy, namely the reduction of coastal land formed from garbage. However, actions towards environmental improvement must be initiated and spearheaded so that they become the attention of all parties. Content about environmental care discourse from the Pandawara community is considered successful in raising public awareness of the importance of environmental preservation.
At the same time, these teenagers expect more from the government’s concern and efforts to preserve a green environment, such as campaigning more about global warming, being more assertive in implementing regulations regarding waste disposal, providing waste disposal facilities and trash cans, planting more greenery, acting decisively against those who damage the environment, giving more respect to those who care about the environment, such as giving the Adiwiyata award and activating the Kalpataru award to inspire people to preserve the environment.

Research into the culture of managing online media that focuses on green environmental content from youth in the city of Tangerang, which represents citizens of Banten province, needs to be followed up with further research. Banten is unique as it borders the island of Sumatra, separated by the Sunda Strait. As the beach and the sea are an environment that is a source of life for both humans and the marine life, it is hoped that the discourse on green environment through social media for the young generation can build a culture of caring for the environment (go green) and environmentally friendly (environment friendly) in order to realize environmental sustainability in future generations.

According to the description and the interview results, it appears that the participants received five components in the digital process in supporting communication about the green environment. First, the communication process is carried out through online and social media, with content management focusing on the green environment. Second, the participants carried out activities on social media in particular, starting with the simulation first. Third, the green environment message includes how to protect the school environment, home environment and the environment in general so that it remains green and sustainable. Another informative message is how to use social media proportionally, according to relevant needs. People should not use social media as a medium for disseminating "garbage" information, so that the concept of a green environment is not only a real environment in society, but also builds a "green environment" in discourse, dialogue, and massive two-way communication through social media.

Fourth, the environmental communication process must be managed properly. Fifth, all the youth think that the discourse on a green environment refers to the desire to create an environment that is clean from garbage, as well as having lots of trees and plants, creating a peaceful, quiet, spacious environment, and having lots of green plants and animals. Furthermore, teenagers also think that opening a better living environment and everyone a green environment, and there is a place to exercise and a greener environment that is free from cigarette smoke. All this information and hope become an obligation that must be continuously informed through online media consumed by teenagers.

4 Conclusions and Advice

The conclusion focused on sustainability communication and digitizing public relations in communicating a green environment, by optimizing social media, the internet, and technology, which is not only supporting reputation formation but also how audience participation builds discourse in online media so that a green environment is maintained. The results of this research also show that students acquire the knowledge, understanding, and attitudes to apply digitalization activities in support of environmental communication when they apply them in culinary practices (in the form of attitudes to use clean, healthy, and green food sources) and also hospitality practices (in the form of optimizing no-smoking rooms, using indoor plants).

Applying an environmentally friendly and environmentally caring culture must begin with the motivation to preserve the environment, starting from the home, school, and residential environment. Few simple actions include cleaning the environment, planting green plants, providing trash cans, reducing plastic waste, planting medicinal plants, and...
Finally, this research suggests the process of strengthening discourse on social media about environmental information and sustainability communication, it is necessary to apply communication ethics on social media so that negative arguments do not arise.

References


