Dynamics of Environmental Issues in Indonesia: Critical Discourse Analysis of the #perubahaniklim Digital Campaign Through TikTok

Khairul Syafuddin
Universitas Multimedia Nusantara, Indonesia. Email: khairul.syafuddin@umn.ac.id

Abstract

Environmental issues in Indonesia have become a widely discussed topic. This is driven by many emerging environmental problems, such as water quality, deforestation, air pollution, and waste management. These various problems have encouraged environmental activists to speak up on TikTok to convey their aspirations. This effort is part of society's role in achieving the goals of the SDGs program. This study aims to analyze the discourse built by influencers on TikTok in campaigning for environmental issues that focus on climate change. This study uses a descriptive qualitative approach with a critical paradigm. The method used in this study is the critical discourse analysis model of Teun A. van Dijk to explain how language functions in a social context and shapes people's thoughts and behavior, primarily through the TikTok algorithm. The results of this study indicate that the discourse produced by influencers considers the use of language to build closeness with the audience. In addition, there are efforts to position the audience as the subject so that it can encourage their empathy for climate change. In addition, the rhetoric and narratives produced are made by considering environmental algorithms to provide implications for the audience.

Keywords: *Climate Change, Environment, SDGs, Tiktok, Discourse*

Abstrak

Isu lingkungan hidup di Indonesia menjadi topik yang banyak dibicarakan. Hal ini didorong oleh banyaknya permasalahan lingkungan yang muncul, seperti kualitas air, penggundulan hutan, polusi udara, dan pengelolaan sampah. Berbagai permasalahan tersebut mendorong para pegiat lingkungan untuk bersuara di TikTok guna menyampaikan aspirasinya. Upaya ini merupakan bagian dari peran masyarakat dalam mencapai tujuan program SDGs. Penelitian ini bertujuan untuk menganalisis wacana yang dibangun oleh influencer di TikTok dalam mengkampanyekan isu lingkungan yang berfokus pada perubahan iklim. Penelitian ini menggunakan pendekatan kualitatif deskriptif dengan paradigma kritis. Metode yang digunakan dalam penelitian ini adalah model analisis wacana kritis Teun A. van Dijk untuk menjelaskan bagaimana bahasa berfungsi dalam konteks sosial dan membentuk pikiran serta perilaku masyarakat, utamanya melalui algoritma TikTok. Hasil penelitian ini menunjukkan bahwa wacana yang diproduksi oleh influencer mempertimbangkan penggunaan bahasa untuk membangun kedekatan dengan khalayak. Selain itu, terdapat upaya untuk memposisikan khalayak sebagai subjek sehingga dapat mendorong empati mereka terhadap perubahan iklim.

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Selain itu, retorika dan narasi yang diproduksi dibuat dengan mempertimbangkan algoritma lingkungan untuk memberikan implikasi bagi khalayak.

Keywords: *Perubahan Iklim, Lingkungan Hidup, SDGs, Tiktok, Wacana*

INTRODUCTION

Environmental issues and climate change have become major global challenges (Kumaresan et al., 2023). Indonesia also faces this issue even though it is known as a country full of biodiversity. As a result of the increasingly strong problem of climate change, Indonesia is slowly losing its biodiversity (Monk & Priatna, 2022). Mainly due to the increasing practice of deforestation (Leijten et al., 2021), the rising amount of domestic waste every year (Adyatma & Muhaimin, 2022), and severe air pollution problems that cause health problems (Syuhada et al., 2023). This shows that the challenges of environmental issues in Indonesia are increasingly important, as marked by the many difficulties faced in various aspects.

Problems that emerge slowly can seriously threaten the sustainability of global biodiversity, ecosystems, and people's lives (Razgour et al., 2018). This also impacts the quality of groundwater, which is needed for the life of living things (Stigter et al., 2023). In the Republic of Indonesia Press Release Number 510.Pers/04/SJI/2024, published by the Ministry of Energy and Mineral Resources on September 13, 2024, explained that Indonesia is vulnerable to climate change. This is a serious threat faced by all Indonesians, especially with data from the Ministry of National Development Planning (PPN/Bappenas) and the Meteorology, Climatology, and Geophysics Agency (BMKG). One of the data shows that the seawater rises to the surface as high as 0.8-12 cm yearly. This is a significant threat because 65 percent of Indonesia's population lives in coastal areas.

This is not only related to the rise of sea levels due to global warming, which has been happening for a long time, but waste management in Indonesia is also a severe problem. Based on data published by GoodStats in 2024, the Ministry of Environment and Forestry (KLHK) 2023 noted that until July 24, 2024, waste accumulation in Indonesia from 290 districts/cities had reached 31.9 million tons (Sakinah, 2024). Of the total, 11.4 million tons cannot be appropriately managed. This number is enormous, considering that the waste management problem continues to be discussed and spread through various media, especially by looking at the phenomenon in Yogyakarta when the Piyungan Waste Disposal Site was closed in 2023 due to the large volume of uncontrolled waste (Kurniawan & Ifani, 2023).

The many environmental problems faced by Indonesia have encouraged many activists and people who care about the environment to speak up. One of the media they use to voice their

aspirations is TikTok. As a social media, TikTok is used to speak out on environmental issues because it can reflect their interests, values, and personalities through the content they produce and upload (Shofiyyah et al., 2024). TikTok was initially used as a social media platform to seek entertainment (Chandra et al., 2023) because it has a feature that allows the publication of short videos (Matthew & Lolita, 2024). TikTok is also inseparable from its ability to make users famous and known to many people because of the creativity and uniqueness of the content they create (Kurniawan & Fadilah, 2024). With this feature, TikTok is expanding, one of which is to campaign on environmental issues. Much of the content discusses the environment on TikTok from various perspectives. This is inseparable from their hopes that, as part of the voice of the Indonesian people, the government will seriously intervene in dealing with the ongoing environmental crisis.

The large amount of content distributed via TikTok to build awareness of environmental conditions in Indonesia cannot be separated from their hopes for the government to respond to this (Idowu & Lawrence, 2022). This massive awareness is driven by the current capabilities of information and communication technology, which makes it easier for people to access information (Faradiazhary et al., 2024). Based on research that has been conducted, the use of media to campaign for environmental awareness impacts public awareness (Gbenga et al., 2023). However, the visibility of media relevant to the public cannot be ignored because they are interested in certain media according to their preferences to build greater awareness (Ragusa & Crampton, 2017). This is what underlies TikTok's becoming one of the media that is massively used for environmental campaign activities. This is because it has features to make content widely distributed and because users from various generations are pretty large.

The delivery of influencer aspirations on TikTok is also an important part of achieving the Sustainable Development Goals (SDGs) program, which is now an international issue, primarily related to the SDGs program number 6 on Clean Water and Sanitation, number 13 on Climate Action, number 14 on Life Below Water, and number 15 on Life on Land, where those four SDGs programs are directly related to environmental issues and climate change. This is associated with the digital revolution that mainstreams the SDGs program, which is expected to encourage achieving public health and welfare in the future (Kirton & Warren, 2021). With the many digital campaigns related to environmental issues, sustainable development is continuously being pursued to answer the challenges of climate change to minimize the negative impacts that may occur (Wang et al., 2023).

Climate change significantly impacts the health and future of the nation's next generation (Hickman et al., 2021). This has caused anxiety for the community, mainly because the impacts have begun to be felt. This anxiety encourages the importance of environmental management,

especially forests, to mitigate climate change (Harris et al., 2021). These efforts are necessary because environmental issues have become a global concern due to their massive impact on human life's sustainability.

Social development efforts are needed to deal with this. However, there is criticism that sustainable social development has assumptions about the possibility of continuous growth and consumption on a limited planet. This limitation needs to be faced through education for the end of the world because of the magnitude of the environmental problems (Stein et al., 2022). The SDGs program is also designed to address environmental issues through planning it starts from the global community. This design aims to save life on Earth, which is facing a climate crisis (Ki-Moon, 2018).

The issue of climate change has driven high public concern for the condition of nature. The discussions and tweets on Twitter about climate change are also relatively high, including when highlighting global warming (Al-Rawi et al., 2021). Although the discussion regarding this issue is increasing, it also gives rise to misinformation (Chu et al., 2023). Misinformation that has the potential to spread can cause changes in public perception, behavior, and communication about the environment but in the realm of the issue's denial (Treen et al., 2020). In order to minimize this, active skills development and information provision can be carried out to fight against misinformation (Green et al., 2022).

Campaigns on social media such as TikTok are one of the efforts that influencers can make, especially to build public awareness regarding the importance of climate change and environmental issues. Digital communication through TikTok is essential because the digital community needs a popular opinion on global climate change (Basch et al., 2022). Especially when digital society has accepted climate change as a fact that has occurred worldwide (Nieto-Sandoval & Ferré-Pavia, 2023). This cannot be separated from influencers' potential abilities to substantially influence other social media users (Sun et al., 2024).

Based on the findings of previous studies that have been presented, this study focuses on a critical view of the dynamics that occur in environmental campaigns through digital media. TikTok tends to be used as a medium for entertainment, marketing, and self-representation. It is also used massively to carry out various campaign actions related to multiple social issues. If previous studies use a constructivist perspective in utilizing TikTok as a medium for disseminating information, this study critically analyzes the discourse related to actors' interests in conducting digital campaigns on environmental issues.

This study uses the critical discourse analysis theory of Teun A. van Dijk's model. He is one of the researchers who introduced this approach to understanding the relationship between

language, power, and ideology in a social context (van Dijk, 2014). This shows the importance of understanding the complex social, political, cultural, and communication contexts in analyzing the research data obtained (van Dijk, 2020). This emphasizes that critical discourse analysis is not just about examining language, but context is also an important aspect to analyze (Saadillah et al., 2021). The complexity of these aspects can further complement the analysis in understanding the discourse on climate change issues occurring in Indonesia.

Critical discourse analysis is used in text-focused research to study social institutions as mechanisms for the distribution of power (Carpenter & Singh, 2023). This view cannot be separated from the aim of this analysis, which is used to critically explain the discourse constructed, maintained, and legitimized for social inequality (Mullet, 2018). What needs to be understood when analyzing the relationship between power and discourse is that it is necessary to pay attention to the pattern of access to (public) discourse for various social groups (van Dijk, 1993). In this case, social media makes it easy to access constructed discourse in the public space and be consumed by various social groups. Social media algorithms spread discourse widely with a focus on user content preferences.

The environmental issue campaign on TikTok reflects power dynamics in public discourse. This cannot be separated from the awareness and desire of the community to document or create content, as well as study environmental issues around them as active agents (Kong et al., 2023). With awareness as an agent, TikTok influencers and environmental activists can invite their followers to take real action. In addition, critical discourse analysis involving language and social context can be used to challenge dominant narratives that often ignore environmental issues. Such efforts can contribute to forming collective consciousness and social mobilization in facing the urgent challenges of climate change.

Based on the description, this study aims to analyze the discourse built by influencers on TikTok in campaigning for environmental issues and climate change. The analysis results are presented to build a more profound awareness of the importance of real action in realizing the campaign so that it is not just a hope. This is inseparable from joint efforts to face the crisis by building multi-stakeholder collaboration from various aspects. The novelty of this research is related to the analysis conducted using a critical paradigm. Previous research tends to focus on the use of TikTok in a constructivist manner. In contrast, this research analyzes efforts to produce discourse to carry out collective action through language. Thus, this research can provide academic benefits in the form of contributions to the world of education in analyzing environmental campaign discourse to encourage collective action. In addition, the social benefits of this research

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build collective awareness that current environmental conditions require special attention and joint action to maintain them so that they remain sustainable.

METHOD

This study uses a descriptive qualitative approach. The analysis technique used in this study is the critical discourse analysis model of Teun A. van Dijk. Van Dijk stated that in analyzing detailed discourse, a valid method is needed to assess the cognitive structure of the analysis (Cooper, 2024). Van Dijk's analysis model is used to conduct discourse analysis related to rhetorical devices in maintaining power through language (Munoriyarwa, 2020). This analysis technique examines the language used in TikTok content about environmental issues or climate change in Indonesia. The language used can be utilized to build self-representation in influencing public perception and ideology (Adedomi, 2022). Based on this, two data are used, namely primary data sourced from digital observations through TikTok and documentation of posts related to the research object, as well as secondary data sourced from books on the environment and previous research that can support this study. The analysis carried out through this model places the text into three structures, namely macrostructure, superstructure, and microstructure.

The analysis procedure is carried out through this method by first analyzing the information in the text or message published, including identifying the theme, choice of words and sentences, and the narrative. After that, an analysis was carried out at the social cognition level of the published content through digital observation techniques. Finally, a social context analysis was conducted to analyze the discourse developing in society through observation techniques synthesized with literature studies. The results of this analysis are divided into three discourse structures, namely macrostructure, superstructure, and microstructure. Based on the description of the method, the researcher took an analysis sample based on *#perubahaniklim* on TikTok. The hashtag has been used to upload 4569 contents until January 2, 2025. From the amount of content, the researcher used a purposive sampling technique to determine the content selected for analysis. The criteria are based on three video themes, namely videos with news, education, and politics themes. The next criterion is to have messages about environmental issues and natural disasters. In addition, the account also has one of the following criteria: having more than 1000 followers or having more than 1000 likes.

News content is related to the campaign theme created by the media as news. Furthermore, education refers to content produced with a narrative from a narrator with data designed for storytelling and has educational elements. Meanwhile, the politics theme refers to climate change content sourced from political actors but uploaded by certain influencers or buzzers. The three

themes are selected based on different content production approaches, resulting in different effects and message reception for the public. In addition, to conduct an in-depth analysis, researchers took eight video samples based on each video's context and content.

RESULT AND DISCUSSION

a. Climate Change Discourse Analysis

Environmental discourse analysis is conducted to explore the content produced by influencers and certain organizations on the TikTok platform in shaping public understanding. This is necessary because, with social media, the public can increasingly understand environmental issues and climate change. The critical discourse analysis approach developed by Teun A. van Dijk is used to identify and explore the macrostructure, superstructure, and microstructure of the analyzed text. The text comes from a video that was uploaded to TikTok. Through this approach, the elements of discourse that interact with each other can create deeper meanings and influence audience perceptions of crucial environmental issues. This analysis highlights the main themes in the content and explores the rhetorical strategies used by influencers and organizations. By understanding the structure and elements of this discourse, the impact evaluation of digital campaigns can be better carried out to build public awareness and collective action in facing the challenges of climate change.
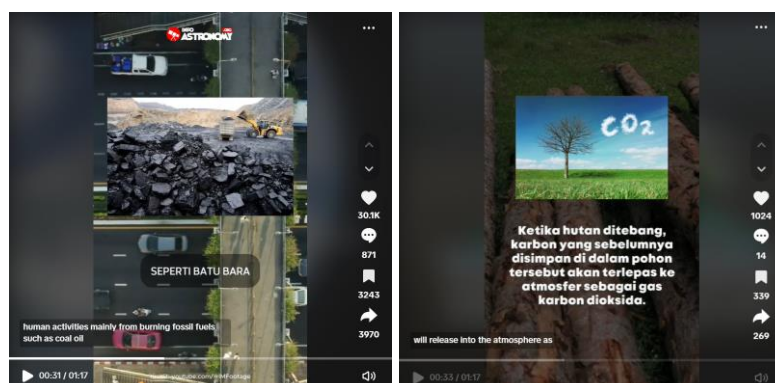

Figure 1. Representation of #climatechange content from @infoastronomy and @naturesvault_id

Figure 1 represents the climate change campaign content carried out on TikTok. The campaign utilizes various features provided on social media, including visuals, music, narratives, writing, and other information that supports the strength of the content. However, in this study, the focus taken is the analysis of the narrative message in building a climate change discourse. The level of analysis conducted in this study is based on macrostructure, superstructure, and microstructure. These three levels of structure are used to analyze eight

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TikTok contents that use the hashtag *#perubahaniklim*. The results of the content analysis, which is the unit of analysis, can be seen in Table 1.

Table 1. Analysis of climate change discourse structure

Account	Macro Structure	Superstructure	Microstructure	Link
@infoastronomy	Describes society's general feelings about the Earth's rising temperature.	Introduce the issue with a rhetorical question that raises awareness.	The use of everyday language makes the message more relatable and easier to understand.	https://vt.tiktok.com/ZS6Df4Yhu/
@tribunvideo.com	Delivering information about the impact of high temperatures in Indonesia.	Introduce the narrative by mentioning society as the main subject.	The use of the term "hot" creates an emotional impression and describes a collective experience.	https://vt.tiktok.com/ZS6Dfbf8t/
@naturesvault_id	Delivering factual information about deforestation.	Introduce facts with clear and direct explanations.	The use of the technical term "deforestation" indicates knowledge and expertise.	https://vt.tiktok.com/ZS6DfGmdJ/
@kita_dan_bumi	Conveying the urgency of the current environmental situation.	Using dramatic statements to attract attention.	The use of the word "burning" creates a powerful and urgent visual image.	https://vt.tiktok.com/ZS6Df9Dm5/
@rumah_paradigma	Raising awareness about the impacts of climate change.	Conveying messages with educational purposes.	The use of the word "aware" suggests hope for behavioral change.	https://vt.tiktok.com/ZS6DfVPRP/
@hantulaut2104	Conveying global concerns about natural disasters.	Introduce the theme with a thought-provoking question.	The use of the phrase "feared by the world" creates a sense of urgency and concern.	https://vt.tiktok.com/ZS6DPkYCk/
@handokothimotius	Delivering information about extreme drought.	Using statements that invite the audience to become aware of the situation.	The use of the word "already know" creates a sense of involvement and recognition for the audience.	https://vt.tiktok.com/ZS6DPMvUm/
@cnnindonesia	Convey important statements about required actions.	Using authority to emphasize urgency.	The use of the word "must" indicates obligation and responsibility.	https://vt.tiktok.com/ZS6DPLDCW/

Source: Researcher data processing

Based on the three structures, each content has its own purpose in spreading discourse on climate change issues in Indonesia. In the content published by *@infoastronomy*, *@naturesvault_id*, *@kita_dan_bumi*, and *@rumah_paradigma*, the theme is education. This content attracts public attention because it focuses on efforts to build awareness. TikTok influencers play a role as agents who build mental models of how climate change affects

everyday life. They not only convey information but also shape the way audiences view and respond to environmental issues. The *@infoastronomy* account tends to try to introduce the issue of climate change to the public by building rhetoric to invite the audience to reflect that humans are in bad condition. This is built through the narrative in the content, both through captions and video narrators.

> *"...As a planet, Earth is basically fine. We humans are not fine because the temperature is getting hotter from year to year, month to month, even day to day. The cause is, yes, us humans..." - @infoastronomy, September 3, 2024*

The narrative excerpt shows that *@infoastronomy* is trying to build awareness that human actions cause the environmental damage that is happening now. In the social scheme, environmental discourse reflects the understanding that climate change is a real threat and requires collective action. Therefore, influencers try to emphasize urgency and shared responsibility to trigger emotions from the audience. Efforts to invite the audience to reflect also see the tendency of TikTok consumers who are dominated by the millennial generation and generation Z. Based on data released through the report We Are Social and Meltwater (2024) entitled Digital 2024 Indonesia, there are 139 million social media users in Indonesia. Of that number, 27.1% are aged 18 to 24, and 37.7% are aged 25 to 35. Information based on these demographics shows that the tendency of social media users is the millennial and Generation Z groups. Meanwhile, TikTok users make up 73.5% of the total social media users. This can make the strategy of using everyday language to build rhetoric more effective, especially in influencing the attitudes of the TikTok user audience, which is relatively high.

This is also done by the other three accounts, namely *@naturesvault_id*, *@kita_dan_bumi*, and *@rumah_paradigma*. However, the topics and languages used are different. The *@naturesvault_id* account tends to build discourse on deforestation. This is inseparable from the many cases in Indonesia of deforestation that affect oxygen and carbon dioxide concentrations, impacting global climate change. This contrasts with *@kita_dan_bumi*, which focuses on the intense burning of fossil fuels that affects the economic sector. While *@rumah_paradigma* uses the analogy of "playing football" and "spectators". This is done to encourage the audience to take action to encourage government policies and care more about the environment.

Each account has its own efforts and targets to build audience awareness through uploaded educational content. However, there are other themes that raise this issue using the hashtag *#perubahaniklim*. The *@tribunvideo.com* and *@cnnindonesia* accounts use news narratives to inform the audience regarding climate change issues. The *@tribunvideo.com*

account focuses on providing educational information about the causes of hot conditions on Earth. However, in this case, @*tribunvideo.com* places the Indonesian people as the subject in the information provided.

> *"Indonesians have been complaining about the hot temperatures for the past few weeks. At the same time, it turns out that several countries in Asia are being hit by a heatwave..." - @tribunvideo.com, April 27, 2023*

The statement delivered by the narrator on the @*tribunvideo.com* account as an opening to the published content attempts to make the audience feel the conditions that occurred at that time. Placing the audience as the subject can be an attempt by the media to build their emotional sense in consuming the information provided. This is also inseparable from the power of audio-visual media, which can bring the audience to empathize and feel the conditions of others and the environment based on what is watched and heard.

However, this is different from @*cnnindonesia*, which presents news from a political perspective. When publishing their content, the accounts @*hantulaut2104* and @*handokothimotius* also do this. The three accounts have in common that they raise Joko Widodo, who was President of Indonesia at that time, as the actor and subject in conveying the issue of climate change with different framings. The three accounts equally emphasize the dangers of these conditions, such as rising sea levels and the increasing frequency of disasters in Indonesia. The discourse built by these accounts by framing Joko Widodo's statements during his speech can raise concerns. However, at the same time, it can show urgency and build awareness of the conditions.

b. Climate Change Rhetoric and Narratives

The rhetoric used in digital campaigns on climate change plays a major role in shaping public perception. This perception becomes the basis for the urge to take collective action (Sullivan & White, 2019). TikTok influencers often use various rhetorical strategies to attract audiences and convey strong messages. This is inseparable from the power of rhetoric used to persuade the audience (Zamora-Medina et al., 2023). One common strategy is using metaphors that arouse emotions, such as describing the earth as "a home that we must protect." In this case, metaphors can stimulate the emotions and feelings of the audience, so they are often used in building discourse in the media (Barasa et al., 2023). This metaphor creates an emotional connection with the audience and simplifies complex issues into something more understandable. In addition, using visual symbols, such as images of trees or clean oceans, reinforces the message about the importance of sustainability and environmental protection.

The narratives built in this content also play an essential role in shaping political and social identities. This is inseparable from the potential of digital space that allows self-presentation to build a self-image with a particular target audience (Hernández-Serrano et al., 2022). This encourages influencers to often link climate change issues to broader social values, such as social justice and responsibility for future generations. By linking climate change to issues relevant to their audience, they can create narratives that are informative and inspire action. For example, narratives emphasizing the importance of community participation in climate change mitigation efforts can encourage audiences to get involved in local actions. Thus, the rhetoric and narratives used in digital campaigns serve not only to convey information but also to build awareness and encourage positive behavioral change in society.

Like the narrative built by the *@infoastronomy* account that links the hot conditions in Indonesia with other issues such as the greenhouse effect, deforestation, fossil fuels, and the earth's temperature, this narrative was built to spread awareness about environmental issues where social media has been widely used for this purpose (Alam et al., 2023). The use of social media, such as TikTok, is driven by the awareness that social media has become an integral part of people's daily routines (Stanislavská et al., 2023). This is more visible on the *@tribunvideo.com* account, which tries to place the audience as the subject of the information provided. This effort to build audience engagement was successful because it made the content reach 87.3 likes and 2108 comments, which has the potential to make the content viral.

The narrative built through the *#perubahaniklim* campaign as a social movement is a form of green political practice. (Elyta et al., 2024). Green politics carried out through campaigns on TikTok is an effort made by influencers to maintain social justice regarding environmental issues (Mondal, 2022). This justice refers to the promotion of environmental protection and green development to achieve green distribution (Mendoza et al., 2021). In this case, green distribution refers to the transfer of value that connects the state, capital, and community actors through rhetoric and narratives built through TikTok. This is what every influencer and narrator on TikTok does in building discourse about the environment. This value transfer effort is done through the proper language structure according to the target audience.

The discourse that reflects the green ideology has an emphasis on issues of sustainability and environmental protection. The ideology that is built does not always need to have inclusive values and can ignore social and economic justice. The neglect of this is because Indonesia has various social groups, such as farmers or indigenous people, who have

different ways and steps in running their lives, especially to maintain a sustainable environment. Therefore, climate change campaigns tend to be oriented to reach urban audiences with high levels of environmental damage, such as pollution and flooding due to garbage accumulation in rivers.

c.   Implications for Public Perception

Green distribution carried out by influencers and narrators on climate change issues can affect public perception. The implications of climate change discourse conveyed through TikTok can shape public perception of environmental issues. However, not all content can have a significant influence, but it can still provide education for the audience exposed to it. This can be seen in Table 2, which shows the number of likes and comments from the eight contents that are the units of analysis.

Table 2. Number of likes and comments

Akun	@infoast ronomy	@tribunvi deo.com	@natures vault_id	@kita_da n_bumi	@rumah_p aradigma	@hantul aut2104	@handokot himotius	@cnnin donesia
Likes	30,1K	87,3K	845	8.535	1.653	118	3	458
Com ment	885	2.108	13	88	8	6	0	32

Source: Researcher data processing

One factor contributing to public perception formation is the interaction within the platform, especially the number of likes and comments received. The number of likes and comments with the same hashtag can still give each account a different number of interactions. This is inseparable from social media algorithms' power to make content reach social media users. In this case, the algorithm can help make important decisions (Lundahl, 2022). This can be done because public information is currently not determined by the media but by algorithms based on user behavior in the digital world (van Dalen, 2023). Algorithms can be built to adjust user preferences based on texts frequently produced and consumed by the user. This makes content created by adjusting the audience tend to appear on the user's homepage, which often gets likes and comments.

Content produced by influencers not only serves as a source of information but also as a tool to shape public opinion and attitudes. By using effective rhetorical and narrative strategies, influencers can attract the attention of a wider audience. In this case, the power of the algorithm, which is a feature of TikTok, plays a vital role because the algorithm can be designed to display relevant and engaging content to users. However, there is another potential where accounts that cannot adjust to this will become accounts that seem invisible and unable to meet their needs (Jacobsen, 2023). Nevertheless, it allows influencers to reach larger, more segmented audiences, raising awareness of pressing environmental issues. In this way, the

algorithm amplifies its message and encourages audiences to care more and engage in actions that support sustainability.

The power of the algorithm on TikTok is not only related to the narrative that is built but also to the use of the right hashtags, which can help content to be easily accepted by the audience. In this case, hashtags are used to make content trending (Aulia et al., 2021). Although the algorithm used to increase public attention to environmental issues is good, it also causes the risk of audience polarization toward a particular issue (Wulandari et al., 2021). This is what then gives rise to the echo chamber phenomenon for the audience, which cannot be avoided (Sasahara et al., 2021). This phenomenon could limit their way of thinking and interacting.

Like the *@tribunvideo.com* account, which received the most likes and comments than other accounts, the account's success in achieving the number of likes and comments is inseparable from its success in building a discourse on climate change by placing the audience as the subject. This is in demand by them more. Hence, the response is relatively high because influencers place the audience as the subject and build a narrative right on the momentum of conditions in Indonesia, which has high social conditions. This allows algorithms related to the environment and climate to focus on this content.

Figure 1. Video content search trends on YouTube via Google Trends

As in Figure 1, the high response from the public on TikTok is also in line with Google Trends data, which shows that searches for video content from April 16, 2023, to May 6, 2023, can reach peak popularity. This is the same as the content publication from *@tribunvideo.com*, which was published on April 27, 2023, and got a very high response. This shows that public concern for the environment is quite significant, especially when they feel that climate change is happening directly. However, the direct implications of changing their actions and behavior are not visible through content and discourse on social media. However, their actions in responding and creating content related to climate change show real efforts in conducting digital campaigns. This can be the first step for the audience to become actors in making social change through digital campaign movements.

In environmental issue campaigns like this, the audience tends to be positioned as the subject in the built narrative. For the public to be aware of the need to participate in protecting the environment, the subject position is needed so that empathy and emotional involvement can be touched. This is done by using everyday language that is easily understood by the audience so that there is a closeness between the influencer and the audience. By focusing on this, the *#climatechange* digital campaign on TikTok can potentially shape public perception and encourage collective action. However, the effectiveness of this campaign is highly dependent on the narrative and rhetorical strategies used, as well as how the TikTok algorithm can promote this content. Therefore, social cognition has a crucial role in shaping and spreading environmental discourse in Indonesia, as well as in building public awareness and encouraging real action in facing the challenges of climate change.

CONCLUSION

This study shows that the rhetoric and narrative used in the *#perubahaniklim* digital campaign on TikTok have the potential to shape public perception and encourage collective action. This is seen based on text analysis, social cognition, and social context, where influencers try to use everyday language that is easily understood by the audience to build their emotional feelings. In addition, influencers take the context of climate change in Indonesia so that social closeness arises from the audience. These efforts are also made by building rhetoric to have a sense of shared responsibility for the occurring climate change. Influencers can attract their attention through effective rhetorical strategies, such as metaphors and symbols that affect the audience's emotions and convey a strong message about the importance of sustainability and environmental protection. The interactions from several contents published using the #perubahaniklim hashtag are reflected in the number of likes and comments. The number of different responses indicates that relevant and interesting content can increase public awareness of environmental issues, although not all content has the same influence. In addition, the algorithm on TikTok has a vital role in determining the visibility of content that can strengthen and limit the audience's perspective on climate change issues.

To increase the effectiveness of digital campaigns on climate change, it is recommended that influencers and content creators pay more attention to the diversity of perspectives in the narratives they build. This is an effort to avoid the echo chamber phenomenon by presenting various points of view and balanced information. This strategy can be an effort to create a more constructive and inclusive public space for discussion. In addition, the TikTok algorithm needs to be used wisely so that messages about sustainability and environmental protection can reach a

broader and more diverse audience. Thus, digital campaigns will not only raise awareness but also encourage real action in facing the challenges of climate change.

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