

An Analysis of Eco Trends Content Framing in Digital Environmental Communication on PILI Green Network's Instagram

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Abstract

The increasing complexity of global environmental crises requires effective digital communication strategies to build public awareness. This study aims to analyze the environmental issues presented and the framing patterns used in EcoTrends content on the Instagram account @piligreennetwork managed by PILI Green Network. This research employed a descriptive qualitative method using Robert Entman's (1993) framing analysis approach. Data were collected through observations of 22 EcoTrends contents published between February 2024 and January 2026, as well as in-depth interviews with three key informants involved in content production. The findings show that EcoTrends covers six categories of environmental issues, namely ecological disasters, climate and weather phenomena, environmental governance and policy, conservation and biodiversity, sustainable lifestyles, and current viral issues. The framing analysis reveals that EcoTrends applies a consistent communication pattern by presenting trending issues, explaining their ecological causes, building moral judgments, and providing calls to action or solutions for audiences. Entman's four framing elements are integrated through visual, narrative, and textual dimensions. This study concludes that EcoTrends not only delivers information about environmental crises but also constructs public understanding of ecological issues through communication strategies that adapt to digital trends.

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1. INTRODUCTION

The impact of global challenges such as climate change, declining biodiversity, forest exploitation, and environmental pollution on various aspects of life. The World Meteorological Organization (2025) report noted that 2024 will be the hottest year on record, with global temperatures rising more than 1.5°C above pre-industrial levels. Meanwhile, disasters such as floods, droughts, and extreme storms continue to increase. Ecological pressure is also evident in Indonesia, with the loss of approximately 11 million hectares of primary wetland forest from 2002 to 2024, representing 34% of the country's tree cover decline (Global Forest Watch, 2024). The effects of this crisis are not only environmental, but also affect social, economic, and public health conditions.

Ecological issues are inseparable from the communication aspect because the way information is conveyed and understood greatly influences public awareness. The importance of packaging environmental messages to be relevant, attractive, and competitive amidst the large flow of digital content is not a major issue today. According to Setiawan (2023), technological advances have made social media a new platform that can be used by the public to spread environmental issues. According to the Global Overview Report Digital

2025, there are 5.24 billion social media users worldwide (63.9% of the total population), with 107.6 million Instagram users in Indonesia, making Instagram one of the important platforms for digital communication. However, the high use of social media also presents problems such as information overload and the risk of misinformation, so a flexible communication approach is needed, in accordance with the competition and following digital trends (Novianita et al., 2024).

According to Sujianti and Devica (2024), changes in interests and trends on Instagram influence how people communicate with each other. Content that aligns with current trends typically receives more attention because it is deemed relevant to the audience's needs. Environmental issues, such as the Eco Trends phenomenon or trends supporting the environment on Instagram, are inextricably linked to the workings of social media algorithms. Content that addresses real-life issues like forest fires, floods, or conflicts between living things and humans tends to be more easily accepted by many people than more mundane educational materials. In fact, the number of viewers for content discussing current issues can be three to five times greater (Putri et al., 2024).

Eco Trends focuses on environmental issues with a contextual and social approach, not just presenting statistical data. Issues such as flooding and deforestation are conveyed through the stories of affected communities, the role of volunteers, and field situations. Through the use of short video formats, data visualization illustrations, and an emphasis on figures, these issues become more vivid and meaningful for the audience (Raisa, 2024). PILI Green Network is a non-governmental organization that also plays a role in biodiversity conservation and community empowerment. Through their Instagram account @piligreennetwork, they share information about the climate crisis and human-wildlife conflict with a visual and narrative approach that follows trends.

2. RESEARCH METHODS

This study applied a descriptive qualitative approach using Entman's (1993) framing analysis model to understand, construct, and interpret environmental narratives constructed through social media platforms. The descriptive approach aimed to detail the presentation patterns of environmental messages in Eco Trends content without statistically testing hypotheses.

The framing analysis method with 4 elements: *define problems*, *diagnose causes*, *make moral judgments*, and *suggest remedies*. To understand how an issue is chosen, it is emphasized in the Eco Trends content on Instagram @piligreennetwork. Framing analysis is applied to identify how Eco Trends content shapes meaning related to environmental issues through visual elements, narratives, and captions on Instagram. In this case, the object of research is all Eco Trends content published by PILI Green Network from February 2024 to January 2026. Based on the results of observations on Instagram, there are short video formats (*reels*) and *carousel*. A total of 22 Eco Trends content pieces were used. The total sampling method, a sampling technique where all members of the population are used as the unit of analysis, was used in this study because the population is relatively small, so all content was used as the unit of analysis without additional selection (Sugiono, 2022).

Data collection in this study was conducted through content observation and in-depth interviews with three informants directly involved in the creation of Eco Trends content on the PILI Green Network. The informants were selected through a purposive sampling method. Based on their participation and responsibility in the content production process, from planning and message development to publication. The following is a profile of the research informants:

Table 1. Profile of Research Informants

No	Number	Department	Role	Long
1	NO	Shelter Initiative Division Manager	<i>Quality control content</i> , editing the substance, and giving final approval before broadcast	Since 2004 (± 3 years as manager)
2	IN	Social Media Specialist	Managing PILI social media, content planning, <i>copywriting</i> , and Eco Trends graphic design	± 2 years
3	MF	Content Editor	Searching for video sources, <i>foldering</i> materials, and editing Eco Trends content	± 6 months

Patterns in environmental messaging were discovered through observation of the visual elements, narrative, and captions within each piece of content. Furthermore, in-depth interviews were conducted to gain insight into the content creation process, topic selection, presentation strategies, and communication objectives of the PILI Green Network.

The entire data analysis process in this study refers to Miles et al.'s (2014) qualitative data analysis model, which includes data reduction, data presentation, and drawing conclusions or verification. Meanwhile, the data interpretation process was conducted using Robert Entman's (1993) framing analysis through four framing elements: *define problems*, *diagnose causes*, *make moral judgments*, and *suggest remedies*. The analysis process was conducted continuously from the data collection stage until the research was completed. Through these stages, this research not only describes how environmental issues are framed in Eco Trends content but also generates practical recommendations for developing the PILI Green Network's digital environmental communications strategy.

3. RESULTS AND DISCUSSION

According to the official PILI Green Network website, PILI is a non-governmental organization engaged in biodiversity conservation and community empowerment through research and the exchange of environmental information. In its digital communications practice, PILI utilizes the Instagram account @piligreennetwork as a channel for disseminating information to the public. The account has several content pillars, one of which is Eco Trends, which is content designed to highlight current environmental issues and become a topic of conversation in the digital space.

This study analyzed 22 Eco Trends content pieces published on the Instagram account @piligreennetwork between February 2024 and 2026, each explicitly labeled as Eco Trends on the cover. The content used two main formats: *short video (reels)*, with as many as 14 contents, and *carousel/copy slide*, with as many as 8 contents. According to the EN 2026 Informant, "If there's enough video material available, we'll turn it into a short video. However, if the issue concerns policy, legislation, or matters requiring written explanation, it's more appropriate to use a copy slide." Researchers identified a diversity of environmental issues raised. These issues can be classified into six main categories as presented below.

Table 2. Classification of Environmental Issues in Eco Trends Content

No	Issue Category	Included Content	Number of Contents
1	Ecological Disasters (Floods, Landslides, Eruptions)	Bogor Peak Flood, Kalibaru Water Gate, Kalibaru Revitalization, Kendari Flood, Bali Flood, North Sumatra Disaster, Bekasea Core, Lewotobi Eruption	7
2	Climate and Weather Phenomena	Yogyakarta Hail, Wet Drought, Ozone Hole, Jayawijaya Peak Melting, Sinkhole	5
3	Environmental Policy and Governance	Carbon Trading, Karimunjawa, Waste Imports, Air Pollution	4
4	Conservation and Biodiversity	Indonesian Rhinoceros, Animal Coffee, Rafflesia hasseltii	3
5	Sustainable Lifestyle and Consumption	Food Loss vs Food Waste	1
6	Current Events	Tear Gas	1

The dominance of ecological disaster issues is in line with the principles of Eco Trends, which are responsive to *trending topics*, where natural disasters have high viral momentum on Indonesian social media. The issue selection process was conducted through research on Google Trends and other social media platforms, followed by consultation with PILI managers or experts. This is as stated by EI 2026: "*We provide information in the blank space, we look for highlights that this issue has never been discussed, even though it is actually related to ecological disasters.*"

This approach makes Eco Trends not only a provider of environmental information but also a shaper of ecological perspectives in the digital space. Eco Trends content presents environmental issues through narratives, visuals, and language that resonate with audiences, making ecological issues feel more relevant to everyday life. This finding is also supported by Aminullah (2023), who stated that environmental communication plays a role in shaping public perspectives on ecological issues.

Furthermore, Dinny et al. (2025) explain that environmental awareness emerges when people understand the importance of ecological issues and are motivated to take action. In this context, the use of Instagram as a primary medium demonstrates that environmental communication is now evolving through a more participatory and interactive digital space (Elysia and Junaidi, 2025).

The framing analysis in this study uses Robert Entman's (1993) model, which consists of four elements: defining problems, diagnosing causes, making moral judgments, and suggesting remedies. These four elements are operationalized in an integrated manner across three dimensions of content: visual, narrative, and textual (caption).

1. Problem Definition

Elements *problems definition* and show two main patterns in the delivery of environmental issues by Eco Trends.

- a. The first pattern demonstrates that ecological disasters are not only viewed as natural events, but also as the result of ecosystem damage caused by human activity. For example, the content on the Puncak Bogor floods explains that thousands of hectares of land are in critical condition due to uncontrolled land conversion. This approach shifts the public's perspective from a disaster that is considered a natural occurrence to a disaster that is actually preventable. This is further reinforced by the EI 2026 statement that the team strives to highlight the root causes of an event, not just its impacts: *"We review what the cause is, why it can happen."*
 - b. The second pattern is seen in conservation and climate change content, which uses both data and emotional approaches to highlight environmental issues. Examples include the shrinking of Jayawijaya's eternal snow and the disappearance of the *Rafflesia hasseltii* for 13 years. This kind of communication makes environmental issues feel more real and relatable to the public. This finding aligns with Putra and Rochmaniah (2022), who noted that environmental content on social media often combines numerical data and emotional approaches to emphasize the importance of an issue. Ramadhania and Hidayat (2024) also explained that effective environmental communication depends on the media's ability to formulate issues clearly and easily understood by the public.
2. Cause Diagnosis

Nearly all Eco Trends content utilizes a layered cause-and-effect depiction. Natural factors are identified as causes, while human factors are shown as multipliers that significantly exacerbate the effects. Content about the Bali floods, posted on September 13, 2025, outlines the causes scientifically through the Equatorial Rossby Wave phenomenon, but directly links them to the large-scale conversion of green areas into tourism facilities. Content about waste imports diagnoses the causes in household behavior, making people not only victims but also part of the causal chain of issues that need to be addressed. Accuracy in diagnosing causes is achieved through a rigorous verification process before content is created. EN 2026 explains the process in detail: *"For Eco Trends, we're quite careful because it's news, unlike our program content, which we know internally. This information is external, so the process is quite lengthy, like researching whether the information is true or a hoax. With so much AI nowadays, we have to make sure it's AI or genuine. We also have to research other news platforms to see what perspective they're bringing it from."*

For issues related to policy or complex technical aspects, a PILI manager or expert should be consulted before the information is published. EN 2026 states: *"If the information is related to policy, I usually discuss it first with experts who understand more about the policy."*

EI 2026 emphasizes that data validity is an important criterion in determining cause: *"The clear criterion is actually data validity. Secondly, filling in the gaps in information provided by other social media platforms, but still lacking. That's what we're trying to fill with our own information."*

This approach aligns with Fadli and Sazali's (2023) opinion, which states that layered causal communication on Instagram accounts is effective in increasing public understanding of the complexity of environmental issues. The use of scientific sources such as the BMKG (Meteorology, Climatology, and Geophysics Agency), BPS (BPS) data, and academic journals as the basis for causal analysis also reflects PILI's commitment to factual accuracy, which aligns with the practical role of environmental communication, as defined by Cox (2010).

3. *Make Moral Judgments* (Moral Assessment)

Moral judgments were the most diverse section of Eco Trends content, with four patterns identified.

- a. The first pattern depicts nature as a moral symbol through terms like "slap," "nature's code," "loud alarm," and "big wound." This metaphorical use makes nature seem like a warning to humans, making environmental issues feel more emotional.
- b. The second pattern illustrates socio-ecological injustice, such as in the Karimunjawa case, which shows environmental activists receiving punishment, while perpetrators of environmental destruction receive little legal attention.
- c. The third pattern emphasizes shared responsibility by positioning the community as part of both the cause and solution to environmental problems, such as in the waste import content and the Bekasea Core.
- d. The fourth pattern demonstrates moral optimism through examples of past successes, such as the restoration of the ozone layer, to show that the current environmental crisis can also be overcome.

EI (2026) states that the Eco Trends narrative not only provides information but also “contains motivation for them to make behavioral changes.” Meanwhile, MF explained that the visuals displayed always highlight solutions because “what I want to highlight most is the solution.” This finding is supported by Novianita et al. (2024), who stated that emotional framing can increase audience engagement with environmental issues on social media.

4. *Suggest Remedies* (Solution Offering)

Elements *suggest remediation* shows that the solutions in Eco Trends content are presented at three levels.

- a. The first level consists of individual actions, such as sorting waste, saving energy, reducing food waste, and wearing masks during volcanic eruptions.
- b. The second level is collective action, such as not throwing garbage into rivers, donating to disaster victims, and supporting environmental conservation.
- c. The third level is policy pressure, such as environmental law enforcement, river normalization, and ozone layer protection.

This solution level is structured deliberately according to the context of the issue being addressed. EI explains that “the level of this invitation is adjusted to the focus of the issue,” while EN emphasized that “every content has a call to action.” From a production perspective, MF also mentioned that the Eco Trends content structure always moves from explaining the impact to solutions that the audience can implement. Engagement data shows that this solution approach is quite effective. Content about the North Sumatra disaster received the highest number of likes and shares due to its emotional call to solidarity, while content about tear gas was the most shared carousel. These findings align with Raisa (2024) and Purwantoro and Tambunan (2023), who found that environmental content with a clear call to action tends to generate higher audience engagement.

4. CONCLUSION

This study shows that the Eco Trends @piligreennetwork content raises various environmental issues, dominated by ecological disasters and climate phenomena, tailored to current hotly debated issues on social media. Robert Entman's (1993) framing analysis shows that Eco Trends content has a consistent message delivery pattern, namely raising current issues, explaining ecological causes, constructing moral judgments, and providing invitations or solutions to the audience. This approach is implemented through visual elements, narratives, and captions that support each other. Eco Trends also demonstrates an

adaptive communication approach to the character of the issues discussed. The content not only functions to convey environmental information but also builds audience understanding and concern for the relationship between humans and the environment. This is in line with the pragmatic and constitutive functions of environmental communication according to Cox (2010).

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