

Language Building Nature: Ecolinguistic Framing Analysis on The Environmental Conservation Hashtag @Griya_Luhu

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Abstract. *Language is not just a means of communication, but a force that shapes our perspective and behavior towards the environment. In the digital era, social media has become an important platform for environmental conservation campaigns, with hashtags (#hashtag) functioning as frames that direct meaning and mobilize action. This research examines how the Instagram account @griya_Luhu uses hashtags to campaign for environmental issues. Through ecolinguistic framing analysis of popular hashtags used, this research reveals @griya_Luhu's strategy in: Framing environmental problems and solutions, defining individual and collective roles, and promoting pro-environmental values. The research results show that @griya_luhu is effective in simplifying complex issues, encouraging real action, and building collective awareness. However, there are also potential biases and simplifications that need to be criticized. This research underscores the importance of language analysis in examining the effectiveness of environmental campaigns on social media and provides an analytical framework for future similar research.conservation.*

Keywords *Enviromental Conservation Hasthag, Framing, Ecolinguistic.*

1. INTRODUCTION

Humans live in a world built by language. Language is not only a tool for communicating, but also has the power to shape a person's perspective, attitudes and behavior towards reality, including nature. The use of technology, particularly social media platforms, has become ubiquitous in modern society, influencing various aspects of our lives, including environmental conservation. In the digital era, the power of language is increasingly visible, especially in online spaces such as social media. Social media platforms, especially Instagram, have become an important forum for individuals, communities and organizations to voice concerns about environmental issues (Jalali, 2021) .

One of the interesting phenomena on Instagram social media is the use of hashtags as a tool to gather support, spread awareness and mobilize action regarding environmental issues. Hashtags function as frames that simplify complex issues, attract public attention, and shape collective meaning. The Instagram account @gryaluhu is one of the accounts that actively campaigns for environmental conservation in Indonesia through various specific hashtags to spread environmental conservation issues, especially on the island of Bali.

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This research focuses on ecolinguistic framing analysis of the use of environmental conservation hashtags on the Instagram account @gryaluhu. This account was chosen because of its activeness in environmental issues and significant number of followers. Through framing analysis, this research aims to analyze the impact of framing on public perception.

Using the right language can provide inspiration or understanding to act positively and increase awareness to protect the environment. Therefore, it is very important to understand the framing aspect of the hashtag environmental conservation so that it can influence a person's perception and actions to protect the environment, especially the wise use of single-use plastic.

Critical ecolinguistics is an approach that examines the relationship between language and the environment, and how language is intended to promote ecological values. Through critical ecolinguistic analysis, we can see how the language used in environmental conservation hashtags reflects and shapes human relationships with nature (Stibbe, 2015). Frame is how a human mental structure is formed to see the world. As a result, by framing, the goals sought, the plans made, the way a person acts, and whatever is considered to be a good or bad result of that action will be formed (Lakoff, 2010).

This research is relevant to enrich the body of knowledge, especially in the field of ecolinguistics. It is hoped that the results of this research can contribute to the development of more effective communication strategies in campaigning for environmental conservation issues in the digital era.

2. METHODS

This research used the descriptive qualitative method. The documentation method used for collecting data (Creswell, 2014). The documentation method is a data collection method that has the aim of tracing historical data stored in facts and social data formed from data documentation (Bungin, 2003). Photos and caption were used to collect data from the @griya_luhu Instagram account with link https://www.instagram.com/griya_luhu/ wich has 3.500 followers and 634 post. The hashtag in question is a hashtag in indonesian with the theme of environmental preservation in Bali from 2019 to 2020. Therefore, hashtags that do not specialize in environmental conservation issues in Bali are not part of the data for this research. The data were analyzed using the theory of salience by Stibbe (2015), after being collected,. The final step in this research is the conclusions and suggestions taken based on the results and discussion.

3. RESULTS AND DISCUSSION

Framing analysis of hashtags was carried out to find out how hashtags can frame the minds of Instagram users so as to form an understanding of environmental conservation efforts in Bali. The framing concept in the ecolinguistic theory "Story We Live By" popularized by Arran Stibbe refers to how to understand and interpret the world through language, as well as how language shapes a person's collective understanding of environmental conservation issues. The basic idea behind this concept is that language is not only a means of communication, but also a form of social reality in society (Stibbe, 2015).

Data 1



Figure 1. Posts About Earth Day
(Source: [instagram .com/@griya_luhu](https://www.instagram.com/@griya_luhu))

Framing refers to the way an issue is framed or presented in discourse, thereby forming an understanding of a particular issue. In data 1, a hashtag was found related to the photo uploaded by the account @griya_luhu, the hashtag is the hashtag *#Haribumi*.

In the framing analysis, the hashtag *#haribumi* forms a framing regarding awareness of environmental damage such as climate change and pollution. This strengthens the idea of taking action to care for the earth. The framing of the hashtag *#haribumi* also forms a framing of the importance of celebrating Earth Day as a form of preserving and protecting the natural environment on Earth.

This framing is in accordance with one of the cosmological concepts in Bali, namely the *Tri Hita Karana* cosmological concept. *Tri Hita Karana* is a philosophy which emphasizes that

three elements, namely God, humans and nature, can coexist, thereby creating harmony. If harmony occurs then a happy, prosperous and peaceful life is achieved (Peters & Wardana, 2013). In general, *Tri Hita Karana* contains the concept of a harmonious relationship between humans and God called *Parahyangan*, the concept of harmonization between humans and humans is called *Pawongan*, and the concept of Mutual love between humans and their environment is called *Palemahan*. (Peters & Wardana, 2013).

Data 2



Figure 2. Posts About Single-use Plastic
(Source: [instagram .com/@griya_luhu](https://www.instagram.com/@griya_luhu))

In data 2, Griya Luhu as a community also juxtaposes the use of the hashtag *#Sekalipakai* with five other hashtags to better frame the impact of single-use plastic. That are *#sampahkutanggungjawabku*, *#banksampahdigital*, *#kelolasampah*, *#pilahsampahdarirumah*, *#pilahsampahdarisumber*.

The hashtag *#Sekalipakai* creates an understanding of the impact of single-use plastic use. The hashtag *#Sekalipakai* also frames thoughts to form a sense of responsibility towards the environment by linking one's identity as someone who cares about the environment, therefore it can influence the way a person acts. For *#sampahkutanggungjawabku*, *#banksampahdigital*, *#kelolasampah*, *#pilahsampahdarirumah*, *#pilahsampahdarisumber* hasthag, in terms of framing concept, it forms an understanding that waste management is an individual responsibility which can be done at home or from the source as a first step in effective waste management thereby reducing waste going to TPA (Final Disposal Site). Furthermore, by using the hashtag *#banksampahdigital*, understanding conventional waste

management can also be done digitally together through community organizations, namely Griya Luhur, which provides waste management with a digital savings system. This framing reinforces the idea that simple actions such as sorting waste at the household level and saving waste digitally can make a significant contribution to efforts to better waste management.

Data 3.



Figure 3. Posts About Plastic Diet
(Source: [instagram .com/@griya_luhur](https://www.instagram.com/griya_luhur))

This hashtag frames the problem of waste and a “disposable” culture as a key issue. The focus is not on environmental pollution in general, but rather on excessive consumption behavior and the habit of throwing away items that can still be used. This hashtag implicitly places individuals as the main actors in overcoming problems. The use of the word "Use" shows that everyone has a role and responsibility in the use of their items. so that this offers a simple and easy to implement solution, namely using the items you have until they are completely used up or not suitable for use. The focus is on changing individual behavior in daily activities.

Hashtag *#Pakaisampailhabis* is effective in campaigning for a lifestyle of minimal waste and responsible consumption. However, it is important to complement this campaign with more comprehensive education about environmental issues and encourage systemic change.

Data 4



Figure 3. Posts About Plastic Diet
(Source: [instagram .com/@griya_luhu](https://www.instagram.com/@griya_luhu))

In data 3, a hashtag was found related to the photo uploaded by the account @griya_luhu, the hashtag is the hashtag *#ibukudietplastik*. Forming an identity or self-image related to the actions taken by a mother who is always responsible for household matters has acted to reduce the use of plastic bags and replace them with the use of reusable materials. Through this framing, the hashtag *#ibukudietplastik* can help form an understanding of the urgency of environmental problems related to plastic.

This hashtag specifically highlights the problem of plastic waste. The use of the word "diet" implies that plastic is like food and needs to be limited in consumption because it has a bad impact. The mother is considered the central figure in the family who has a major influence on the consumption behavior and lifestyle of other family members.

This hashtag is effective in campaigning for a minimal plastic lifestyle by utilizing the central role of mothers in the family. However, it is important to complement this campaign with equal education for all levels of society and avoid gender stereotypes.

4. CONCLUSION

In the context of environmental conservation, especially on the island of Bali, it is very important to use all available tools including language itself to provide inspiration and trigger movements to act collectively. This research has revealed how language, through the hashtag on the Instagram account @griya_Luhu, plays an active role in building narratives and directing meaning around environmental conservation. Ecolinguistic framing analysis shows

that @griya_Luhu frames the wise use of plastic in everyday life. Placing individuals as agents of change, encouraging real action, and building collective awareness of responsibility towards the environment. Promote values such as caring, simplicity and pro-environmental action as part of a lifestyle.

Overall, this research confirms that language is not just a means of communication, but a force that shapes our perspective and behavior towards the environment. The Instagram account @griya_Luhu, through its hashtag framing strategy, has demonstrated the potential of social media as an effective forum for campaigning on environmental issues and encouraging positive change.

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