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Hashtagging the public good: environmental activism and the discursive making of civic voice in Indonesia

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ABSTRACT

Background: Environmental activism in Indonesia increasingly depends on hashtagged digital discourse, where ecological harm, public accountability, and civic participation are negotiated through activist texts, visual materials, and platform-oriented communication. **Objective:** This study examines how Indonesian environmental hashtag activism constructs environmental issues as public-good claims, authorizes civic voice, and makes ecological concerns visible within platformed public discourse. **Method:** This study applies qualitative digital discourse analysis supported by corpus-assisted mapping of 29 publicly verifiable documents, consisting of activist texts, secondary contextual sources, and regulatory documents coded through public-good framing, civic voice, addressivity, and multimodal visibility. **Results:** Public-good framing shows that energy transition, ecological justice, land protection, waste governance, Indigenous stewardship, and democratic rights are articulated as shared civic concerns rather than isolated environmental topics. Civic voice is distributed across civil-society watchdogs, affected communities, citizen publics, Indigenous or local stewards, youth-oriented actors, and rights-bearing democratic subjects. Platform visibility depends on hashtag aggregation, institutional address, multimodal evidence, and circulation cues that make environmental claims searchable, attributable, and publicly recognizable. **Implication:** This study demonstrates that hashtag activism should be understood not as simple online amplification, but as a discursive process through which ecological harm becomes speakable, legitimate, and collectively actionable. **Novelty:** This study offers an integrated analytical framework linking public-good framing, civic voice, and platform visibility in Indonesian environmental digital activism.

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1. INTRODUCTION

Environmental activism in Indonesia now unfolds within two converging pressures: severe ecological risk and intense platformed communication. Indonesia's internet penetration reached 79.5% in 2024, with 221.56 million users, making digital media a major arena for public claims, counterclaims, and civic coordination. At the same time, environmental degradation remains publicly consequential: Global Forest Watch [1] reports that Indonesia lost 33 million hectares of tree cover from 2001 to 2025, associated with 24 gigatonnes of CO_2e emissions. Marine pollution, waste governance, deforestation, extractive expansion, and energy transition controversies therefore do not circulate merely as policy topics; they become moral disputes over who bears environmental risk and who may speak for public interest. Hashtags matter in this setting because they compress grievance, evidence, place, emotion, and demand into shareable civic signs. This

study is necessary because Indonesian environmental activism increasingly depends on such signs to make ecological harm publicly visible.

Recent Indonesian communication scholarship has examined digital rhetoric, crisis messaging, language ideology, platform visibility, and mediated trust, but these strands have not yet been fully brought together to explain environmental hashtag activism as civic voice-making. Hastuti (2026) [2] shows how social media narratives operate rhetorically in Indonesian political campaigns, while Kartika (2026) [3] demonstrates the value of corpus-based approaches to governmental crisis communication. Faradis (2026) [4] and Hapsari and Sufianti (2026) [5] foreground local language and indigenous voice in public communication, whereas Wasiqah (2026) [6] examines how media representation can reproduce linguistic hierarchy. Daroji (2026) [7] and Pahlawan (2026) [8] extend this concern to algorithmic visibility and content governance. Dewi (2026) [9], Aini (2026) [10], Rohmadi (2026) [11], and Kanakkarasan (2026) [12] further show that authenticity, pragmatics, and trust are unstable in mediated communication. Yet less is known about how Indonesian environmental hashtags discursively transform ecological concern into public-good claims.

This study examines how environmental activism in Indonesia is discursively organized through hashtags, captions, visual materials, and platform-addressed messages. Rather than asking whether hashtag activism directly causes policy change, this study asks how civic voice is constructed, authorized, amplified, and sometimes constrained through public digital discourse. Three questions guide the analysis. First, how are environmental issues framed as matters of public good rather than private loss or isolated local grievance? Second, what linguistic, rhetorical, and multimodal strategies are used to position citizens, communities, activists, and affected groups as legitimate speakers? Third, how do visibility, language choice, and platform governance shape which environmental voices become publicly recognizable? These questions align with a qualitative digital discourse design supported by corpus-assisted mapping. This study therefore treats hashtags not as decorative metadata, but as discursive infrastructures through which environmental publics are assembled, contested, and made intelligible. This position builds on work showing that hashtags are searchable, affiliative resources [13] and that hashtag publics assemble through connective rather than collective action [14].

This study advances a provisional argument that Indonesian environmental hashtag activism works by converting ecological harm into civic address. Hashtags do not simply label campaigns; they organize relations among affected communities, wider publics, state institutions, corporations, and platform audiences. Through recurring frames of responsibility, urgency, solidarity, and public entitlement, activist discourse can present environmental damage as a shared civic problem while also marking whose suffering is visible and whose knowledge is marginal. This argument remains interpretive rather than causal: this study does not claim that hashtags produce environmental reform, but tests how hashtagged discourse makes reform imaginable, demandable, and publicly discussable. Its implication is methodological as well as theoretical. By combining public-good framing, civic voice analysis, and platform visibility analysis, this study offers a way to read Indonesian environmental activism as a struggle over language, legitimacy, and mediated participation in the digital public sphere.

2. LITERATURE REVIEW

2.1. Hashtag activism

Hashtag activism can be understood as a form of digital public discourse in which a short textual marker organizes attention, affiliation, and political address. It differs from ordinary online expression because a hashtag connects dispersed utterances into a searchable and repeatable civic formation. Research on #BlackLivesMatter shows that hashtags can confer narrative agency on marginalized publics [15], [16], and a broader literature stresses how such networks are organized around race and gender justice [17]. In Indonesian communication studies, digital rhetoric has been examined through political campaigns, mediated trust, and platformed public narratives, showing that social media discourse is never merely informational but also persuasive and identity-forming [2], [9], [12]. For environmental activism, hashtags therefore operate as rhetorical devices through which ecological harm is named, collectivized, and made available for public judgment.

The main analytical dimensions of hashtag activism include issue framing, addressivity, affective condensation, multimodal support, and circulation strategy. Issue framing concerns how environmental damage is named as crisis, injustice, negligence, or public loss [18]. Addressivity concerns whether posts speak to citizens, state agencies, corporations, affected communities, or transnational publics. Affective condensation appears when outrage, grief, urgency, or hope is compressed into slogans [19]. Multimodal support matters because images, colours, logos, protest signs, and video frames stabilize meaning beyond text [20], a point also evident in analyses of visual representation in Indonesian political campaigns [21]. Studies

of Indonesian digital rhetoric, crisis communication, and mediated political communication support such layered analysis [2], [3], [12].

2.2. Civic voice

Civic voice refers to the discursive capacity to speak as a legitimate participant in public affairs. It is not identical to individual opinion, because civic voice implies public address, moral standing, and claims about collective consequence. This distinction is crucial in environmental activism, where speakers often represent communities, territories, future generations, or non-human environments. Indonesian studies on indigenous voices, local-language risk communication, and media representation show that voice is shaped by language hierarchy, place, and institutional recognition [4], [5], [6]. Couldry (2010) [22] adds that voice is not only expression but a process through which accounts of social life are recognized by others. Civic voice is therefore best treated as a negotiated discourse position, not a stable possession.

Its indicators include pronoun use, responsibility attribution, evidential stance, legitimacy claims, and forms of participation requested from audiences. Pronouns such as "we," "our," and "citizens" may create collective identification, while direct address to government or corporations can mark accountability. Evidential stance appears through references to lived experience, scientific knowledge, legal rights, or visual proof. Legitimacy may be grounded in locality, indigeneity, public health, or intergenerational justice. Research on local language, minority visibility, cross-cultural pragmatics, and language ideology suggests that civic authority depends on how speakers are socially positioned and pragmatically heard [4], [11], [5], [6].

2.3. Platform visibility

Platform visibility concerns how digital infrastructures shape what becomes publicly noticeable, repeatable, and contestable. It differs from simple popularity because visibility is mediated by algorithms, moderation rules, language hierarchies, authenticity judgments, and platform governance. Daroji (2026) [7] argues that social media can amplify Indonesian while marginalizing regional languages, while Pahlawan (2026) [8] shows how moderation may shift from governance to marginalization. Dewi (2026) [9] complicates this further by showing how authenticity becomes unstable in mediated public communication. Gillespie (2010) [23] shows that 'platform' is itself a discursive choice that presents intermediaries as neutral, and Bucher (2012) [24] shows that algorithmic ranking turns visibility into a condition that can be withheld. For environmental activism, platform visibility is thus not a neutral background condition; it is part of how civic voice becomes amplified, filtered, or silenced.

The key indicators of platform visibility include hashtag recurrence, co-hashtag networks, repostability, institutional tagging, language choice, moderation risk, and multimodal recognizability. Posts that combine concise claims, recognizable symbols, official tags, and shareable visual frames may become more publicly legible, although such visibility should not be mistaken for political effect [25], [26]. Aini (2026) [10] reminds us that mediated communication can reproduce pragmatic failure and cultural bias, while Kanakkarasan (2026) [12] shows that trust is built multimodally rather than textually alone. This study therefore positions environmental hashtag activism as a struggle over public-good framing, civic legitimacy, and platform-mediated inclusion in Indonesia's digital public sphere.

3. METHOD

The material object of this study is a corpus of publicly accessible environmental activist discourse in Indonesia, consisting of official campaign texts, advocacy statements, contextual journalism, scholarly materials, and legal documents. The unit of analysis is not an individual social media user but a verifiable digital document that contains environmental claims, civic address, hashtag references, or public-good framing. This boundary is necessary because this study examines how civic voice is discursively made across traceable public texts rather than measuring individual attitudes or online behavior. Table 1 summarizes dataset composition, distinguishing primary activist discourse, secondary contextual sources, and regulatory context.

Table 1. Dataset composition

Code	Data Type	Source	Period	No.	Characteristics
HPG-PRI-001–003	Primary activist texts	Greenpeace Indonesia	2023–2025	3	Campaign and press materials on #BersihkanIndonesia, JETP, energy transition, and climate justice
HPG-PRI-004–006	Primary activist texts	Greenpeace Indonesia	2020–2025	3	Materials on plastic pollution, waste governance, public health, and environmental responsibility
HPG-PRI-007–010	Primary activist texts	Greenpeace Indonesia	2018–2025	4	Texts on forests, Indigenous youth, climate justice, ecological rights, and public mobilization
HPG-PRI-011–013	Primary activist texts	WALHI	2024–2026	3	Statements on mining, ecological injustice, land conflict, and community rights
HPG-PRI-014–016	Primary activist texts	WALHI	2024–2026	3	Materials on waste governance, protest rights, civic pressure, and public accountability
HPG-PRI-017–018	Primary activist texts	WALHI	2024–2026	2	Declarations and issue notes on Indigenous communities, land, and ecological justice
HPG-SEC-001–003	Secondary contextual reports	Mongabay Indonesia	2020–2026	3	Environmental journalism used for contextual triangulation and issue verification
HPG-SEC-004–006	Secondary scholarly sources	Academic journal articles	2024–2025	3	Studies on environmental digital activism, Instagram campaigns, and mediated civil society
HPG-CTX-001	Legal context	JDIH BPK	2009	1	Environmental protection and management regulation
HPG-CTX-002	Legal context	JDIH BPK	2008	1	Waste management regulation
HPG-CTX-003	Legal context	JDIH BPK	2020	1	Cipta Kerja regulatory context affecting environmental governance
HPG-CTX-004	Legal context	JDIH BPK	2022	1	Renewable energy transition regulation
HPG-CTX-005	Legal context	JDIH BPK	2020–2023	1	Mining governance and regulatory context
Total				29	18 primary items, 6 secondary items, and 5 contextual legal documents

This study uses qualitative digital discourse analysis supported by corpus-assisted mapping. This design fits the research problem because environmental hashtag activism is examined as a communicative practice through which public-good claims, civic legitimacy, and environmental responsibility are made visible. It does not test causal effects between hashtags and policy change. Instead, this study analyzes how discourse organizes meaning across text, hashtag, visual reference, and institutional address. Indonesian scholarship on digital rhetoric, crisis communication, algorithmic visibility, platform governance, and mediated trust provides methodological grounding for this design (Hastuti, 2026; Kartika, 2026; Daroji, 2026; Pahlawan, 2026; Kanakkarasan, 2026).

Information sources were selected according to public accessibility, relevance, verifiability, and analytical function. Greenpeace Indonesia and WALHI provide primary activist discourse because both publish environmental advocacy materials that directly address state institutions, corporations, affected communities, and wider publics. Mongabay Indonesia supplies secondary environmental journalism for contextual triangulation, while selected scholarly sources support interpretation of digital activism and mediated public communication. JDIH BPK documents provide regulatory context on environmental protection, waste governance, mining, and energy transition. This source architecture prevents category confusion: activist statements are treated as primary discourse, journalism as contextual interpretation, and legal documents as policy background.

Data collection followed a sequential search, screening, extraction, and deduplication procedure. Search terms included Bersihkan Indonesia, lingkungan hidup, krisis iklim, transisi energi, keadilan ekologis, tambang, Dairi, sampah, mikroplastik, masyarakat adat, AZEC, PLTS Atap, and civic equivalents related to rights, public interest, and accountability. Items were included when they were public, issue-relevant, source-verifiable, textually available, and linked to environmental civic claims. Items were excluded when they were commercial, private, duplicated, unrelated to environmental activism, or impossible to verify through a stable source. Metadata, excerpts, context notes, visual descriptions, and coding fields were then stored consistently.

Data analysis proceeded through three connected tools. First, public-good framing analysis examined how environmental harm was linked to collective rights, shared risk, public health, intergenerational responsibility, and ecological justice. Second, civic voice and addressivity analysis examined speaker position, addressee, pronoun use, legitimacy claims, accountability demands, and invited participation. Third, platform visibility and multimodal hashtag analysis examined hashtag function, co-hashtag linkage, institutional tagging, image description, visual actor, visual symbol, colour, layout, logo position, frame, timestamp, transcript, and screenshot reference. Table 2 and Figure 2 present the operational matrix guiding this analysis.

Table 2. Operational matrix of analysis

Analytical Tool	Main Question	Key Indicators	Data Fields Used	Analytical Output
Public-good framing matrix	How is environmental harm framed as a collective public concern?	Harm, rights, shared risk, public health, ecological justice, intergenerational responsibility	Title, excerpt, context, issue domain, claim type	Identification of public-good frames across activist discourse
Civic voice and addressivity analysis	Who is authorized to speak, and to whom is the claim addressed?	Speaker position, addressee, pronoun use, legitimacy claim, demand, accountability target	Source type, excerpt, actor, addressee, civic claim, responsibility attribution	Mapping of civic voice, public address, and legitimacy formation
Platform visibility and multimodal hashtag analysis	How do hashtags and visual forms support public recognizability?	Hashtag function, co-hashtag relation, visual actor, visual symbol, colour, layout, logo position, frame	Hashtag, image description, visual fields, transcript, screenshot reference	Interpretation of visibility, inclusion, and multimodal circulation

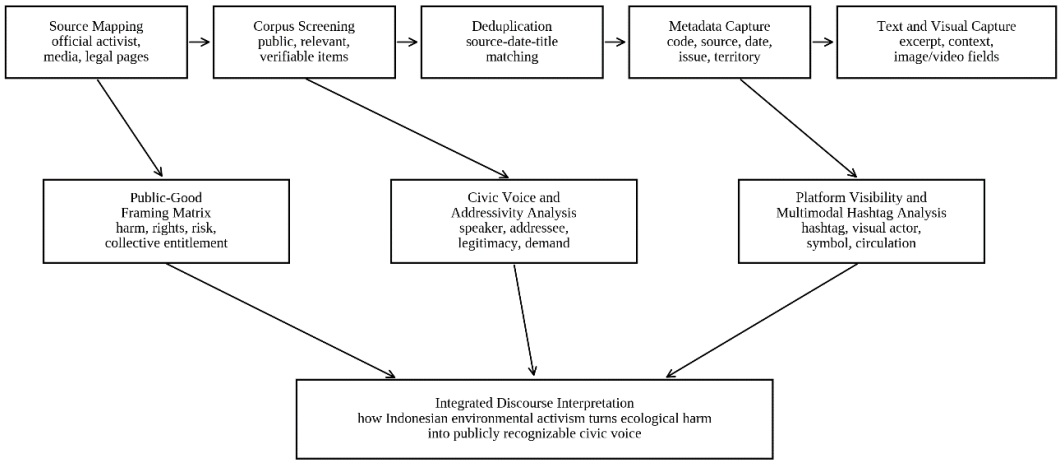


Figure 1. Operational matrix of analysis

4. RESULTS

4.1. Public good framing in Indonesian environmental activist discourse

Environmental activism in this corpus constructs public good primarily through issues that are already embedded in broader national debates: energy transition, ecological justice, extractive risk, waste governance, Indigenous stewardship, and democratic rights. Energy transition appears most frequently, accounting for 7 of 24 coded items, followed by general ecological justice with 5 items and land-livelihood protection with 4 items. Context-only legal documents are not included in this distribution because they function as regulatory background rather than activist discourse. This distribution shows that Indonesian environmental activism does not frame ecology as a single-issue agenda. It converts environmental harm into a civic vocabulary of rights, responsibility, participation, and public accountability.

Figure 3. Public-Good Framing in Indonesian Environmental Activist Discourse

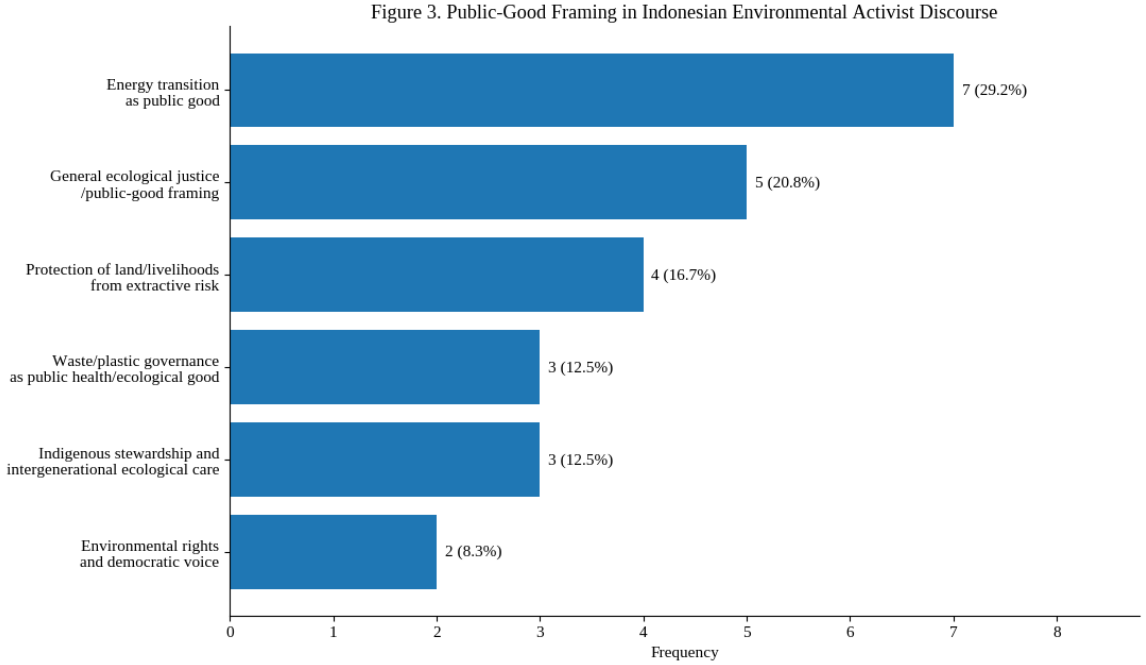


Figure 2. Public good framing in Indonesian environmental activist discourse

The dominant pattern lies in how environmental claims are widened from issue-specific grievances into collective civic concerns. Energy transition texts connect coal politics, JETP consultation, rooftop solar, and AZEC critique to clean air, citizen participation, and democratic governance. The excerpt “Gerakan #BersihkanIndonesia merupakan gerakan masyarakat sipil non partisan” illustrates how campaign discourse positions environmental transition as a civil-society matter rather than a narrow technical policy domain. Similar expansion appears in land and livelihood claims, where “Kami sebagai warga berhak mendapatkan lingkungan hidup yang baik dan sehat” transforms local extractive risk into a rights-based public claim. The corpus therefore shows a recurring movement from environmental damage to civic entitlement.

This pattern supports a view of hashtag activism as discursive infrastructure rather than mere campaign labeling. Following Hastuti’s (2026) [2] account of digital rhetoric, activist texts use compressed slogans, public address, and issue linkage to build persuasive civic narratives. Kartika’s (2026) [3] corpus-based approach to crisis communication helps explain why recurring frames matter: they stabilize public interpretation across dispersed texts. Daroji (2026) [7] and Pahlawan (2026) [8] further suggest that visibility and platform governance shape whose claims become publicly recognizable. Within this logic, environmental hashtags do not simply circulate information. They help organize ecological harm into publicly speakable claims about justice, rights, responsibility, and collective survival.

Table 3. Distribution of public good framing across coded environmental activist corpus

Main Category	Subcategory	Indicators	Frequency	Percentage	Data Variation	Selected Textual Evidence	Data Codes
Energy transition as public good	Clean energy, coal politics, JETP, rooftop solar, AZEC critique	Transition justice, citizen participation, clean air, democratic energy governance	7	29.2%	Youth voters; coal corruption; JETP consultation; rooftop solar; mining law; AZEC critique	"Gerakan #BersihkanIndonesia merupakan gerakan masyarakat sipil non partisan"	HPG-PRI-001; HPG-PRI-002; HPG-PRI-003; HPG-PRI-004; HPG-PRI-005; HPG-PRI-013; HPG-SEC-002
General ecological justice/public-good framing	Rights, climate finance, digital activism, mediated civil society	Ecological justice, public entitlement, polluter-pays logic, environmental citizenship	5	20.8%	Right to environment; fiscal justice; hashtag activism; Instagram campaign; political mediatization	"hak atas lingkungan yang bersih, sehat, dan berkelanjutan"	HPG-PRI-009; HPG-PRI-010; HPG-SEC-004; HPG-SEC-005; HPG-SEC-006
Protection of land and livelihoods from extractive risk	Mining conflict, community rights, geologic risk, public petition	Livelihood protection, legal compliance, territorial justice, refusal of extraction	4	16.7%	Dairi mining; permit dispute; virtual civic action; community protest	"Kami sebagai warga berhak mendapatkan lingkungan hidup yang baik dan sehat"	HPG-PRI-012; HPG-PRI-015; HPG-SEC-001; HPG-SEC-003
Waste and plastic governance as public health and ecological good	Plastic pollution, microplastics, methane, waste governance	Producer responsibility, public health, disaster risk, urban ecological accountability	3	12.5%	Single-use plastic; microplastics; methane emission; waste-site governance	"tanggung jawab terkait masalah plastik sekali pakai"	HPG-PRI-006; HPG-PRI-016; HPG-PRI-018
Indigenous stewardship and intergenerational ecological care	Indigenous youth, customary rights, forests, climate justice	Local knowledge, generational justice, territorial care, community voice	3	12.5%	Pemuda Adat; Indigenous communities; customary rights; environmental conflict	"suara generasi muda, terutama Pemuda Adat, masih sering diabaikan"	HPG-PRI-007; HPG-PRI-011; HPG-PRI-017
Environmental rights and democratic voice	Civil liberties, protest rights, ecological democracy	Human rights, democratic participation, public voice, civic protection	2	8.3%	Protest rights; ecological crisis; civil liberties; democratic voice	"Merawat suara warga adalah syarat minimum agar demokrasi hidup"	HPG-PRI-008; HPG-PRI-014

4.2. Civic voice, addressivity, and environmental accountability

Environmental activist discourse in this corpus constructs civic voice through six recurrent speaker positions: civil-society watchdogs, affected communities, citizen publics, Indigenous or local stewards, youth-oriented publics, and rights-bearing democratic subjects. The distribution is balanced rather than dominated by a single speaker category: civil-society watchdog voice and legal-democratic rights voice each account for 5 items, while affected community and citizen-public solidarity voices each account for 4 items. This pattern indicates that environmental activism is not articulated only by formal advocacy organizations. It is distributed across institutional critique, lived exposure, public solidarity, Indigenous stewardship, generational concern, and democratic entitlement.

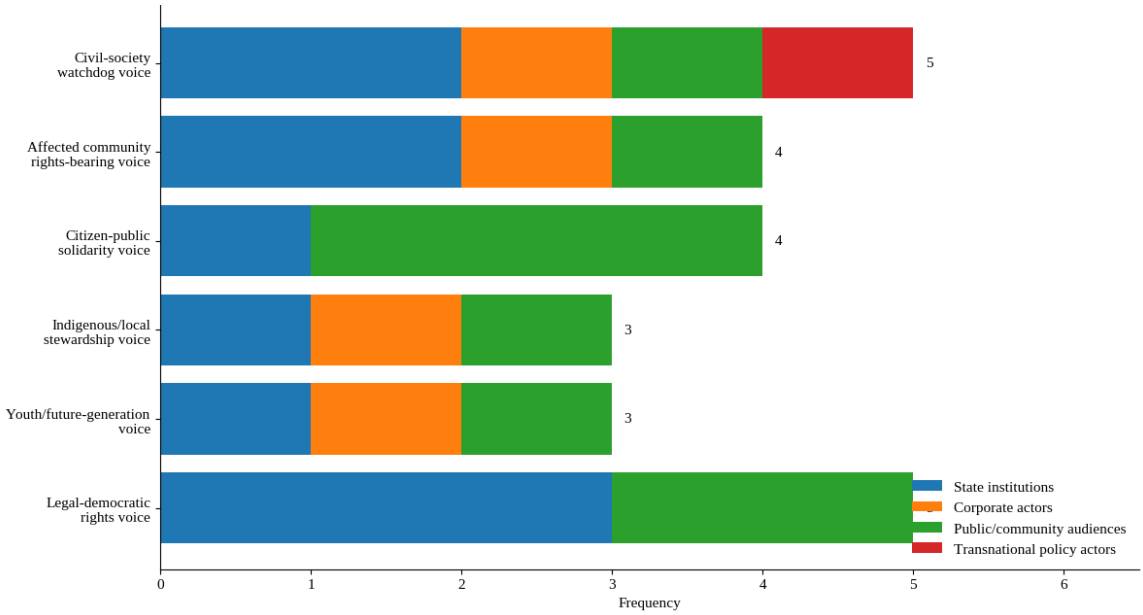


Figure 3. Civic voice and addressivity in Indonesian environmental activist discourse

The most visible addressee is the state, appearing in 10 coded address positions, followed by public or community audiences with 9 positions and corporate actors with 4 positions. This pattern suggests that activist discourse moves between accountability and mobilization. Statements such as “Kami sebagai warga berhak mendapatkan lingkungan hidup yang baik dan sehat” position affected communities as rights-bearing subjects who address institutional authority from a morally grounded standpoint. By contrast, “Gerakan #BersihkanIndonesia merupakan gerakan masyarakat sipil non partisan” constructs civil society as a public watchdog rather than a party-political actor. Civic voice therefore works through both vertical demands toward authority and horizontal appeals to publics.

This distribution strengthens the argument that voice in environmental hashtag activism is relational, not merely expressive. Faradis (2026) [4] and Hapsari and Sufianti (2026) [5] show that local language and Indigenous visibility matter because public communication is shaped by who can be heard as legitimate. Wasiqah (2026) [6] similarly reminds us that representation can reproduce hierarchy, while Rohmadi (2026) [11] draws attention to pragmatic positioning in mediated interaction. Fawaid (2026) [27] likewise treats language and media representation as a politics of who is positioned to speak and be heard. In this corpus, civic voice is produced through speaker identity, addressee selection, evidential stance, and rights-based vocabulary. Environmental activism thus becomes a discourse of authorization: it makes particular communities, citizens, and coalitions publicly recognizable as legitimate speakers.

Table 4. Distribution of civic voice and addressivity across coded environmental activist corpus

Civic Voice Category	Primary Addressee	State Institutions	Corporate Actors	Public/Community Audiences	Transnational Policy Actors	Frequency	Percentage	Selected Textual Evidence	Data Codes
Civil-society watchdog voice	State, corporate, and transnational policy actors	2	1	1	1	5	20.8%	"Gerakan #BersihkanIndonesia merupakan gerakan masyarakat sipil non partisan"	HPG-PRI-001; HPG-PRI-002; HPG-PRI-003; HPG-PRI-005; HPG-PRI-014
Affected community rights-bearing voice	State and corporate actors	2	1	1	0	4	16.7%	"Kami sebagai warga berhak mendapatkan lingkungan hidup yang baik dan sehat"	HPG-PRI-012; HPG-PRI-015; HPG-SEC-001; HPG-SEC-003
Citizen-public solidarity voice	Public and community audiences	1	0	3	0	4	16.7%	"tanggung jawab terkait masalah plastik sekali pakai"	HPG-PRI-006; HPG-PRI-010; HPG-SEC-004; HPG-SEC-005
Indigenous/local stewardship voice	State, corporate, and public audiences	1	1	1	0	3	12.5%	"suara generasi muda, terutama Pemuda Adat, masih sering diabaikan"	HPG-PRI-007; HPG-PRI-011; HPG-PRI-017
Youth/future-generation voice	State, corporate, and public audiences	1	1	1	0	3	12.5%	"krisis iklim" and "masa depan" are mobilized as public claims rather than private anxiety	HPG-PRI-004; HPG-PRI-009; HPG-PRI-013
Legal-democratic rights voice	State and public audiences	3	0	2	0	5	20.8%	"Merawat suara warga adalah syarat minimum agar demokrasi hidup"	HPG-PRI-008; HPG-PRI-016; HPG-PRI-018; HPG-SEC-002; HPG-SEC-006

4.3. Platform visibility and multimodal hashtag functions

Visibility in this corpus is built less through isolated viral expression than through repeated combinations of hashtags, institutional address, visual recognizability, and public circulation cues. Campaign hashtagging is the largest category, with 6 items or 25.0% of coded discourse, followed by institutional tagging and accountability address with 5 items or 20.8%. Multimodal evidence of environmental harm appears in 4 items, while local or Indigenous visibility markers and rights-based policy traceability appear less frequently. These patterns show that platform visibility is not only a matter of being seen. It depends on how activist discourse makes an issue searchable, attributable, shareable, and recognizable as a civic concern.

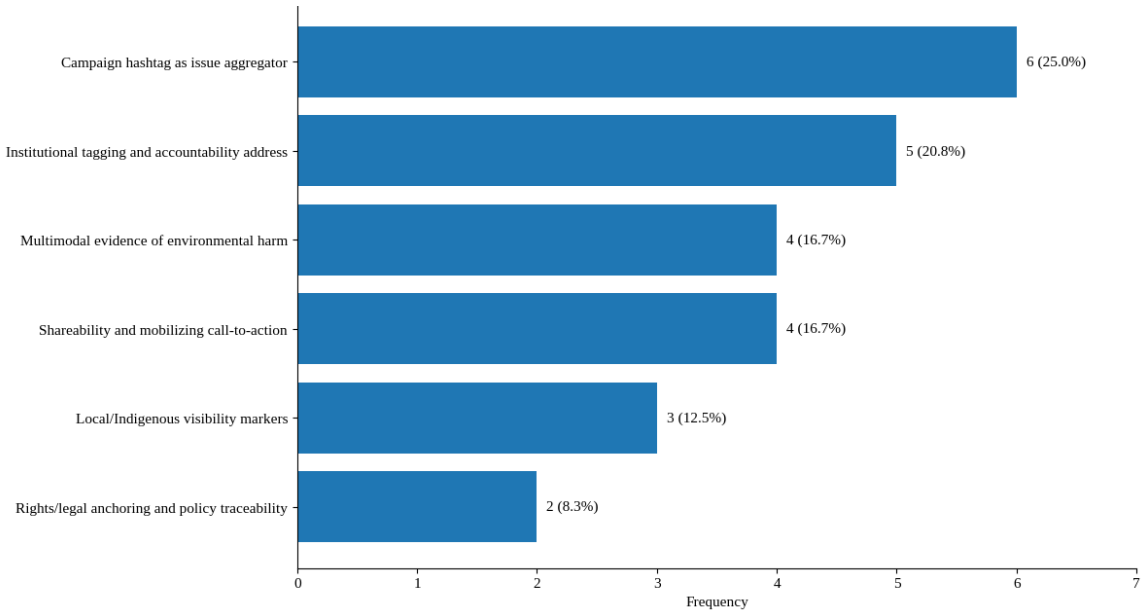


Figure 4. Platform visibility and multimodal hashtag functions

The dominant pattern is the coupling of campaign aggregation with accountability address. The phrase “Gerakan #BersihkanIndonesia merupakan gerakan masyarakat sipil non partisan” gives the hashtag a stabilizing function: it names a collective civic formation while separating environmental activism from party-political identification. Meanwhile, “Kritik CIPP JETP kepada negara IPG” turns platformed discourse toward identifiable policy actors, making visibility an act of public address. Visual evidence strengthens this pattern when waste, mining risk, or damaged landscapes are attached to textual claims such as “tanggung jawab terkait masalah plastik sekali pakai.” The corpus therefore shows that hashtag visibility works through textual repetition, institutional targeting, and multimodal proof.

Platform visibility here should be understood as a contested communicative condition. Daroji (2026) [7] argues that social media visibility may reproduce linguistic inequality, while Pahlawan (2026) [8] shows that content governance can shape which voices remain visible. Dewi (2026) [9] and Kanakkarasan (2026) [12] further suggest that mediated trust depends on authenticity cues and multimodal recognition. In this corpus, hashtags support civic voice only when they connect ecological harm to recognizable speakers, addressees, images, and public obligations. Visibility is therefore not simply amplification. It is the discursive process through which environmental claims become legible as public-good demands within Indonesia’s platformed civic sphere.

Table 5. Distribution of platform visibility and multimodal hashtag functions across coded environmental activist corpus

Visibility Category	Platform Function	Hashtag/Keyword Linkage	Institutional Address/Tagging	Visual Evidence	Public Circulation Cue	Frequency	Percentage	Multimodal Indicators	Selected Textual Evidence	Data Codes
Campaign hashtag as issue aggregator	Connects dispersed environmental concerns into a recognizable campaign frame	3	1	1	1	6	25.0%	Campaign slogan, recurring hashtag, shared issue vocabulary, organizational logo	"Gerakan #BersihkanIndonesia merupakan gerakan masyarakat sipil non partisan"	HPG-PRI-001; HPG-PRI-002; HPG-PRI-003; HPG-PRI-004; HPG-PRI-005; HPG-SEC-004
Institutional tagging and accountability address	Directs claims toward state, corporate, or policy actors	1	3	0	1	5	20.8%	Named institution, policy reference, public demand, formal addressee	"Kritik CIPP JETP kepada negara IPG"	HPG-PRI-002; HPG-PRI-003; HPG-PRI-005; HPG-PRI-012; HPG-PRI-014
Multimodal evidence of environmental harm	Makes ecological damage visually and narratively recognizable	1	0	3	0	4	16.7%	Waste images, damaged landscapes, protest visuals, risk imagery	"tanggung jawab terkait masalah plastik sekali pakai"	HPG-PRI-006; HPG-PRI-012; HPG-PRI-015; HPG-PRI-018
Local/Indigenous visibility markers	Brings place-based and Indigenous ecological authority into public discourse	1	0	1	1	3	12.5%	Local actors, customary land, territorial markers, intergenerational imagery	"suara generasi muda, terutama Pemuda Adat, masih sering diabaikan"	HPG-PRI-007; HPG-PRI-011; HPG-PRI-017
Shareability and mobilizing call-to-action	Turns environmental claims into repostable civic participation	1	1	0	2	4	16.7%	Petition language, public invitation, repostable slogan, participatory framing	"Merawat suara warga adalah syarat minimum agar demokrasi hidup"	HPG-PRI-008; HPG-PRI-010; HPG-SEC-005; HPG-SEC-006
Rights/legal anchoring and policy traceability	Links activist claims to legal, policy, and democratic reference points	0	1	0	1	2	8.3%	Rights vocabulary, legal traceability, accountability frame, civic entitlement	"hak atas lingkungan yang bersih, sehat, dan berkelanjutan"	HPG-PRI-009; HPG-PRI-016

5. DISCUSSION

The strongest implication of public-good framing is that Indonesian environmental hashtag activism repositions ecological harm as a civic matter rather than a sectoral or technical concern. Energy transition, ecological justice, land protection, waste governance, Indigenous stewardship, and democratic rights are not treated as separate policy domains; they are articulated as shared conditions of public life. This matters because such framing expands environmental activism beyond conservation language and inserts it into debates on citizenship, accountability, health, livelihood, and democratic participation. This broadening resembles the extension of environmental justice discourse from local distribution toward climate and rights-based claims [28], and it confirms that environmental problems become politically actionable through competing discourse coalitions [29]. In line with Hastuti's (2026) [2] account of digital rhetoric, activist discourse works persuasively by compressing complex issues into publicly graspable narratives. Kartika's (2026) [3] crisis-communication perspective also helps explain why repeated frames are socially consequential: they stabilize urgency across dispersed texts. Yet this function carries a potential dysfunction. When public-good claims become too broad, specific material grievances may be absorbed into generalized moral language. The value of this finding lies in showing that environmental discourse gains reach through abstraction but risks losing local specificity.

The prominence of public-good framing can be explained by the structural position of environmental conflict in Indonesia, where ecological issues often overlap with energy policy, extraction, waste governance, and uneven territorial rights. Activist discourse therefore tends to translate specific harms into larger categories of shared risk and collective entitlement because environmental damage is rarely experienced as a single-issue problem. This pattern partly supports Faradis's (2026) [4] argument that risk communication depends on linguistic accessibility and contextual relevance, but it also extends that argument by showing how risk is transformed into civic obligation. The finding also resonates with Hapsari and Sufianti's (2026) [5] concern with voice in public space: environmental claims become public-good claims when affected places and communities are made visible as part of national concern. However, this corpus complicates purely deliberative assumptions about public discourse. Public-good framing does not emerge from neutral debate alone; it is produced through contestation over responsibility, evidence, and legitimacy.

The second major implication concerns civic voice. Environmental hashtag activism in this corpus does not speak through a single civic subject; it distributes voice across civil-society watchdogs, affected communities, citizen publics, Indigenous or local stewards, youth-oriented actors, and rights-bearing democratic subjects. This distribution matters because it prevents environmental activism from being reduced to NGO advocacy or spontaneous public emotion. Civic voice functions as a relational discourse: speakers become legitimate through how they position themselves, whom they address, and what kind of claim they make. This finding supports Faradis (2026) [4], Hapsari and Sufianti (2026) [5], and Wasiqah (2026) [6], who each show that voice is shaped by language, representation, and public recognition. It also complicates celebratory accounts of digital participation. Voice is not automatically democratized by being online. Some speakers appear as authorized civic subjects, while others require linguistic, territorial, or moral framing before their claims can become publicly recognizable.

The underlying structure behind this distribution of civic voice lies in asymmetrical access to legitimacy. State institutions, corporate actors, public audiences, and transnational policy actors are addressed differently because each occupies a distinct position in environmental accountability. Affected communities speak through rights and lived exposure; civil-society organizations speak through monitoring and public pressure; Indigenous and youth voices speak through stewardship, futurity, and moral urgency. Rohmadi's (2026) [11] work on pragmatics is useful here because addressivity is never only about who speaks, but also about how speech is positioned to be heard. Wasiqah's (2026) [6] analysis of representation adds another layer: public voice may reproduce hierarchy when certain forms of language or identity are treated as more legitimate than others. This finding therefore suggests correlation rather than causation between speaker position and civic legitimacy. Civic authority appears to increase when claims combine lived experience, collective entitlement, and recognizable accountability targets. Voice is structured by discourse, not merely enabled by platforms.

The third implication concerns visibility. Hashtags, institutional tagging, visual evidence, and circulation cues make environmental claims searchable, repeatable, and publicly legible. Their function is not simply to increase attention, but to connect ecological harm with recognizable civic actors, accountability targets, and issue narratives. Campaign hashtags aggregate dispersed concerns; institutional address identifies responsibility; visual materials make damage perceptible; public circulation cues invite participation. This finding aligns with Daroji's (2026) [7] argument that platform visibility affects linguistic and civic inclusion, and with Kanakkarasan's (2026) [12] emphasis on multimodal trust in mediated political communication. Yet

visibility also has dysfunctions. Searchability may privilege concise slogans over complex explanation, and platform recognizability may favor actors already capable of producing professional campaign materials. This means that visibility is not equivalent to justice. It can amplify public-good claims while still leaving less formatted, local, or linguistically marginalized forms of environmental knowledge at the edge of public attention.

The structure behind platform visibility is shaped by platform logic, organizational capacity, and semiotic recognizability. Environmental claims become visible when they combine repeatable hashtags, clear institutional targets, shareable images, and language that travels across audiences. Daroji (2026) [7] and Pahlawan (2026) [8] are especially relevant because they show that digital platforms do not merely host discourse; they govern attention through algorithmic visibility, moderation, and language hierarchy. Dewi (2026) [9] further suggests that mediated authenticity must be discursively constructed, while Aini (2026) [10] warns that mediated communication can reproduce pragmatic failure and cultural bias. In this corpus, visibility appears strongest when activist discourse is both morally forceful and technically legible to platform publics. This does not prove that hashtags cause mobilization or policy response. It indicates that environmental civic voice depends on a fragile alignment between discourse, platform affordance, and public recognizability. This study therefore positions Indonesian environmental hashtag activism as a struggle over how ecological harm becomes speakable, visible, and collectively actionable.

6. CONCLUSION

This study shows that Indonesian environmental hashtag activism matters not because hashtags simply spread messages, but because they organize ecological harm into publicly recognizable civic claims. This central lesson renews how digital activism can be understood: hashtags are not treated as decorative labels, but as discursive infrastructures that connect public-good framing, civic voice, and platform visibility. This study contributes methodologically by combining corpus-assisted mapping with qualitative digital discourse analysis, allowing environmental claims to be read across text, addressivity, visual cues, and institutional targeting. Its strongest contribution lies in shifting attention from online participation as volume to civic voice as discursive legitimacy.

This study is limited by its reliance on publicly verifiable documents and coded activist discourse, which means it cannot explain audience reception, algorithmic ranking, offline mobilization, or policy effects. Its design also does not permit causal claims about whether hashtag activism changes institutional behavior. Future research should therefore combine discourse analysis with interview data, platform analytics, comment-thread analysis, and longitudinal tracking of campaign circulation. Comparative work across regions, languages, platforms, and environmental issues would also clarify how local, Indigenous, and marginalized voices gain or lose visibility. Such extensions would strengthen understanding of how environmental publics are formed, contested, and sustained in Indonesia's digital civic sphere.

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Suaidi: conceptualization, methodology, formal analysis, writing – original draft, writing – review and editing.

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Author states no conflict of interest.

AI USE DECLARATION

The author used artificial intelligence tools to assist with the generation of illustrative figures and with the formatting and layout of this manuscript. AI was not used to generate the substantive content, conceptualization, data, analysis, or conclusions of the research, all of which remain the sole responsibility of the author.

INFORMED CONSENT

Not applicable – this study did not involve direct human participants. Data consisted solely of publicly accessible activist texts, secondary contextual sources, and regulatory documents on environmental hashtag activism.

ETHICAL APPROVAL

This research did not involve human or animal subjects; it analyzed publicly accessible activist texts, secondary contextual sources, and regulatory documents on environmental hashtag activism in Indonesia, and therefore no institutional review board approval was required. Where research does involve human subjects, the author affirms that such research would be conducted in full compliance with all relevant national regulations and institutional policies, in accordance with the tenets of the Declaration of Helsinki, and would be approved by the author's institutional review board or equivalent committee.

DATA AVAILABILITY

The corpus of publicly accessible activist texts, secondary contextual sources, and regulatory documents analyzed in this study are available from the corresponding author upon reasonable request.

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