



Harnessing Instagram for Environmental Youth Activism (The Case of Pandawara Group's Visual Storytelling for a Greener Future)

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Abstract. This study explores the role of Instagram as a tool for environmental youth activism, focusing on the case of Pandawara Group's viral content, which highlights beach clean-up activities. Utilizing a digital discourse analysis approach, this research examines how Pandawara Group employs visual storytelling to engage a broad audience, particularly youth, in environmental action. The analysis delves into the narrative structures, symbols, and language used in their Instagram posts, revealing the underlying ideologies that shape the group's message of environmental responsibility. Additionally, audience responses are critically analyzed to assess how they interpret and interact with the content, reflecting broader societal attitudes towards environmental activism. This study observes and analyzes three Instagram reels from the Pandawara Group, which have collectively received over 300,000 likes and thousands of comments. The findings suggest that Pandawara Group's use of Instagram not only amplifies environmental awareness but also fosters a sense of collective action among young people. This study contributes to the discourse on digital activism by illustrating how social media platforms can serve as powerful tools for mobilizing youth towards sustainable development goals, embedding ideological frameworks within visual and textual content to influence audience perceptions. By understanding these dynamics, this research provides insights into the potential of digital media to drive real-world environmental change.

Keywords: Environmental Youth Activism, Digital Discourse
Analysis, Instagram

1 Introduction

Social media has become a powerful platform for building community engagement on various social issues, including environmental issues. Before the widespread use of social media, environmental activism primarily relied on traditional media campaigns, government initiatives, and physical activism. However, these methods often struggled to sustain engagement and reach a broad audience, particularly among youth. In contrast, social media allows for the rapid dissemination of information and interactive

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engagement, making it an effective tool for fostering environmental awareness and participation.

One interesting example of this is the Pandawara Group, a collective of young Indonesians who use Instagram to spread messages of environmental activism, particularly in beach clean-up activities. This study focuses on how Pandawara Group leverages Instagram as a digital activism tool through visual narratives and social interactions to mobilize young people in real action to save the environment. Using a digital discourse analysis approach, this study examines the visual elements, texts, and ideologies built by the Pandawara Group in their campaign, as well as the audience's response to their content.

In Indonesia, one of the most pressing environmental problems is pollution and ecosystem damage, especially in coastal and river areas (Kementerian Lingkungan Hidup dan Kehutanan, 2023). Beaches in Indonesia, such as Kuta Beach in Bali or Ancol Beach in Jakarta, are often filled with plastic waste, bottles, and other waste carried by ocean currents or carelessly discarded by visitors (Rambu, 2024). The same condition also occurs in large rivers such as the Citarum River in West Java, which is known as one of the dirtiest rivers in the world (Konservasi DAS UGM, 2020). The piles of garbage in the river not only threaten the water ecosystem, but also the lives of the surrounding community who depend on river water for their daily lives. Although there have been various government programs to clean the environment, such as beach clean-up movements and waste disposal control, these efforts are often ineffective due to minimal community participation and lack of awareness and concern from local residents.

Pandawara Group emerged as one of the answers to this problem. As a group of young people who care about the environment, they are not only involved in real actions to clean beaches and rivers, but also actively use digital platforms, especially Instagram, to spread messages about the importance of maintaining a clean environment. Through strong visual and narrative content, Pandawara Group has succeeded in attracting the attention of the wider community, especially the younger generation, to participate in environmental actions (Muhammad, 2023).

The content they upload is not only documentation of cleaning activities, but also a form of visual storytelling designed to move the audience. This storytelling utilizes the power of striking visuals, such as a comparison between the condition of the beach full of trash before and after cleaning, as well as a narrative that raises awareness and shared responsibility to preserve the environment.

Pandawara Group has gained widespread attention on social media through the visual content they upload, which shows the process of cleaning beaches and rivers. Their content is not only documentation of activities, but also a form of visual storytelling designed to move the audience, especially the younger generation, in environmental conservation efforts. The use of text, visuals, and social interactions on Instagram has helped Pandawara Group build a discourse on environmental responsibility that can be widely accessed and understood by the public (Couldry & Hepp, 2017; Carah & Shaul, 2016).

The urgency of this research arises from two main things. First, the environmental impact of plastic waste pollution in Indonesia is increasingly concerning. According to

data from the Ministry of Environment and Forestry (KLHK), Indonesia is one of the largest contributors of plastic waste in the world, with around 3.2 million tons of plastic waste dumped into the sea each year (KLHK, 2021). In addition to beaches and rivers, many other natural tourist attractions in Indonesia have been damaged by waste pollution, which has a negative impact on the ecosystem and health of the local community. This condition requires awareness and collective action from the community, especially the younger generation, to play a role in efforts to save the environment.

Second, the use of social media as a tool for social mobilization and activism has shown significant influence in various social movements around the world. Digital activism carried out by the Pandawara Group is a concrete example of how social media, especially Instagram, has great potential in spreading awareness and shaping public opinion on critical issues (Schäfer, 2020; Bennett & Segerberg, 2012). Through their reel videos, the Pandawara Group has succeeded in not only moving the audience to realize the importance of environmental cleanliness, but also encouraging active participation, where many netizens have started to follow in their footsteps to get involved in similar social activities in their respective areas. However, studies on how social media can be used effectively to encourage real action on environmental issues in Indonesia are still limited. Therefore, this study is important to understand how environmental discourse is formed through digital platforms, and how it can move the audience, especially young people, to get involved in real action.

This study will focus on visual content uploaded by Pandawara Group on Instagram, examining how they construct narratives and ideologies through the use of visual elements, language, and social interactions. Using a digital discourse analysis approach, this study aims to uncover Pandawara Group's strategies in mobilizing young people to engage in environmental action, as well as how their ideology of environmental responsibility is disseminated through digital content. By understanding how Pandawara Group uses Instagram to build awareness and motivate action, this study is expected to make an important contribution to the study of digital activism in Indonesia, as well as offering insights into the potential of social media as a tool to drive broader social and environmental change.

2 Methodology

This study uses a qualitative approach with a digital discourse analysis method (Febriyanti, 2023) to analyze the content of Pandawara Group's Instagram. This method was chosen because it allows researchers to examine how text, images, videos, and social interactions on digital platforms form discourses that can mobilize audiences, especially the younger generation, in environmental conservation efforts. The focus of this study is on three reels uploaded by Pandawara Group, each of which displays beach clean-up activities, as well as comments and responses from Instagram users to the content. The study follows these steps:

1. Content Selection: Three Instagram reels with high engagement (likes, shares, and comments) were chosen for analysis.

2. **Data Collection:** Visual elements, text (captions and hashtags), and audience comments were systematically collected and categorized.
3. **Analytical Framework:**
 - a. **Visual Representation:** Examining imagery and framing (Hall, 1997).
 - b. **Narrative and Ideology:** Assessing storytelling techniques and ideological discourse (Gramsci, 1971; Foucault, 1977).
 - c. **Audience Engagement:** Analyzing user interactions and participation levels (Jenkins, 2006).

The data collection technique was carried out through content observation on the three selected reels. Visual elements, text (captions and hashtags), and social interactions (comments) were analyzed in depth to understand how Pandawara Group builds environmental narratives through visual storytelling. In addition, comments from the audience on the three reels were collected to analyze how Instagram users respond to and participate in discussions related to environmental issues. Secondary data, such as news articles and interviews about Pandawara Group, were also used to provide a broader context to the environmental activism movement they are carrying out.

In analyzing the data, this study used critical discourse analysis techniques by highlighting several aspects, namely visual representation, social context, interaction, and ideology and power. Visual and text elements are analyzed using representation theory (Hall, 1997), while social interactions in comments are analyzed through participation theory (Jenkins, 2006). In addition, the discourse of power and ideology built through Pandawara Group's digital content is analyzed using hegemony theory (Gramsci, 1971) and discourse theory (Foucault, 1977). Through this methodology, this study is expected to reveal Pandawara Group's strategy in mobilizing digital audiences to engage in real environmental action.

3 Results and Discussion

The analysis of the selected Instagram reels reveals several key themes:

1. **Narrative Structure:** Pandawara Group uses a clear and structured storytelling approach, showing the problem (polluted beaches), the action (clean-up efforts), and the impact (before-and-after visuals).
2. **Emotional and Persuasive Language:** Their captions and voiceovers emphasize urgency, collective responsibility, and empowerment.
3. **Call to Action:** The content actively invites viewers to participate in clean-up events and share their experiences.
4. **Audience Engagement:** Comments reflect appreciation, intent to participate, and discussions on sustainability.

In this study, three Instagram reels from Pandawara Group were analyzed to see how text elements, both visual and verbal, are used to build environmental narratives and discourses. These reels were selected based on their high level of interaction compared to other reel content. The reels include:

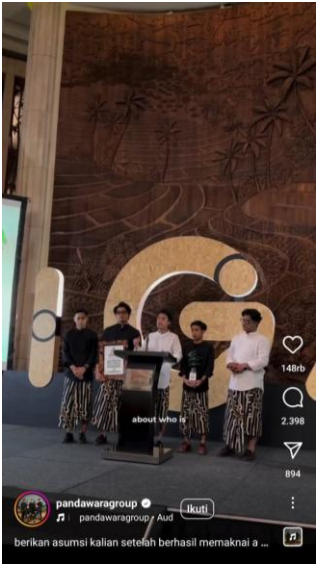
Table 1. Engagement Metrics and Thematic Findings

Reel Date	Likes	Comments	Shares	Key Themes
May 23, 2024	148	2,398	894	Origins and goals of Pandawara Group
Sept 7, 2024	47,2	618	87	Collaboration with MS Glow for river clean-up
Aug 31, 2024	125	933	260	Community participation at Gebang Beach

3.1 Textual Analysis on Pandawara Group Instagram

In this study, three Instagram reels from Pandawara Group were analyzed to see how text elements, both visual and verbal, are used to build environmental narratives and discourses. These reels were selected based on their high level of interaction compared to other reel content. The reels include:

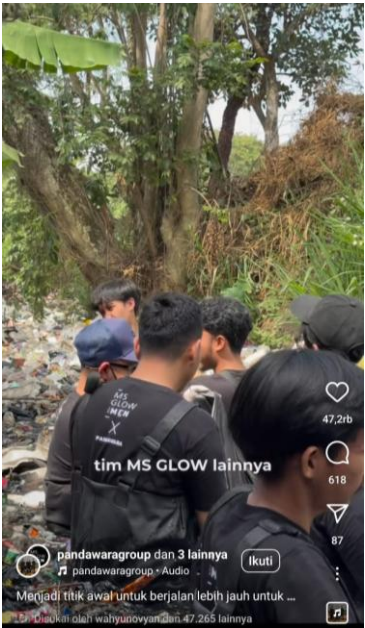
- 1. Reels uploaded on May 23, 2024, which contains a summary of Pandawara Group activities to the purpose of forming Pandawara Group. Reels received 148,000 likes, 2,398 comments and 894 shares.



- 2. Reels uploaded on September 7, 2024. This depicts the activities of Pandawara Group together with MS Glow cleaning up trash in one of the rivers in the city of Bandung. Reels received 47,200 likes, 618 comments and 87 shares.



3. This reel uploaded on August 31, 2024, depicts the activities of the Pandawara Group together with Chef Bobon Santoso cleaning up trash at Gebang Beach, Cirebon Regency and sharing food with the surrounding community. The reel received 125,000 likes, 933 comments and 260 shares.



Based on the analysis of the three reels above, Pandawara Group attempts to show that they are not only focused on the environmental actions that have been carried out,

but also convey a long-term vision and a deeper strategy to improve the ecosystem in Indonesia.

Pandawara Group uses verbal text with a very clear goal, namely: to mobilize awareness, participation, and collective responsibility in protecting the environment. This analysis will examine how this verbal text is structured to achieve this goal.

1. Narrative Structure

This text is structured in a systematic and well-structured format, following points that explain the concrete steps taken by Pandawara Group. They begin by explaining the main goal of their movement, followed by three programs they initiated: river adoption, education in schools, and the development of youth groups to protect the environment, as well as an emphasis on international learning related to environmental management. This narrative aims to: Convey their sincerity and determination; Inform the concrete steps that have been taken and are being planned; and Invite the audience to participate in the movement. Pandawara Group uses a structure that allows the audience to understand the measurable steps and targets they want to achieve. This narrative structure gives the impression that their movement is well organized and based on long-term goals.

2. Emotional and Persuasive Language

The language used in this transcript is very emotional and persuasive. For example, the sentence:

"apakah yang kami lakukan selama ini sia-sia"

Directly inviting the audience to reflect on the impact that Pandawara Group has made, while also evoking a sense of sympathy and emotional involvement. This statement also has an element of rhetorical question that makes the audience think more critically about the contributions they have made or can make.

Selain itu, kata-kata seperti:

"tekad kami,"

"tidak akan pernah berhenti,"

"menularkan sikap eksis terhadap lingkungan"

Shows the commitment of Pandawara Group which is not only focused on direct action, but also aims to build a sustainable movement. These words are designed to inspire the audience to see that their actions are not a momentary thing, but are part of the long-term change they are carrying out.

3. Emphasis on Collective Programs

In this text, Pandawara Group uses phrases that describe collective participation such as:

"kami melibatkan masyarakat setempat..."

"kami paparkan bagaimana cara bijak untuk mengelola sampah..."

"kami akan memberikan kapasitas untuk kelompok-kelompok ini."

The consistent use of the word “we” shows that this movement is not carried out by individuals or small groups, but by a wider community. This creates a strong sense of togetherness and collaboration among the audience. The programs they mentioned, such as river adoption and teachings for schools, aim to create active involvement from the community and the younger generation. Socialization in schools targets ages 11 to 15, which is an important age to instill awareness of environmental responsibility. By targeting this age group, Pandawara Group shows their understanding of the importance of building an environmentally conscious generation from an early age.

4. Long Term and Global Vision

This text also reflects the global vision of Pandawara Group through the "contribution sector" program which aims to learn from other countries that have succeeded in environmental management. This program does not only focus on implementation at the local level, but also looks at international practices and global knowledge exchange. Pandawara Group wants to visit developed countries to learn about good waste management, as well as visit countries that experience similar environmental problems to learn about the causes and impacts. This global vision reinforces the message that they are not only focused on environmental problems in Indonesia, but also have a larger goal to create environmental change that has a broad impact. This underlines their determination to be part of the global solution, not just locally, by taking inspiration from various international practices.

5. Call to Action

One of the important elements in this text is the direct call to action. Pandawara Group not only conveys what they have done, but also actively invites the audience to participate. Statements such as "we wait yah" in the context of their activities create a personal and inclusive feel, as if they are speaking directly to the audience individually. This shows that they are opening the door to anyone who wants to participate in this movement. The link to the website included in the bio also shows that they are not just stopping at a verbal narrative, but giving the audience the opportunity to see more about their activities and find ways to get involved.

3.2 Pandawaragroup: Inspiring Environmental Heroes

Pandawara Group is a community consisting of five young men from Bandung, namely Agung Permana, Gilang Rahma, Muhammad Ikhsan, Rafila Pasya, and Rifki Sa'dullah. The name "Pandawara" is taken from the combination of the words "Pandawa," which refers to the five brothers in the puppet story, and "wara," which in Sundanese means good. This community has become widely known since mid-2022 when they used the TikTok platform to upload content about cleaning up trash from rivers and beaches full of trash. Their actions on social media received a positive response, especially from netizens who were inspired to take part in the clean-up activities. To date, Pandawara Group has succeeded in cleaning up 620 tons of trash at 187 points throughout Indonesia. They not only invite the public to maintain a clean environment, but also educate

the importance of a sustainable lifestyle. The media often reports on Pandawara Group as environmental heroes, especially because of their courage to go directly to highly polluted locations, including rivers that smell bad and are dangerous. One of their major achievements is winning several prestigious awards, including as TikTok Local Heroes 2022, as well as the "Creator of the Year" and "Changemakers of the Year" awards at the TikTok Awards Indonesia. In addition to awards from digital platforms, they also received the Conservation Award from Semarang State University and an award at the Indonesia Green Awards 2023 for their contribution to protecting the environment. Pandawara Group continues to innovate in their digital campaigns, and has become an inspiration for communities in Indonesia and even to neighboring countries.

3.3 Audience Comment Analysis on the Three Pandawara Group Reels

Audience comments on Pandawara Group's three Instagram reels reflect how their environmental activism messages are received and responded to by the public. Through reading these comments, several patterns of audience interaction and response can be analyzed, which illustrate Pandawara Group's success in mobilizing and engaging audiences in discussions and real actions related to environmental issues.

1. Full Support and Appreciation

Most of the comments on all three reels showed full support and appreciation for the clean-up efforts carried out by the Pandawara Group. Audiences often praised the group's dedication to keeping the environment clean, with comments such as:

*"Luar biasa! Terima kasih sudah peduli dengan lingkungan kita"
"Semoga makin banyak orang yang mengikuti jejak kalian."*

These compliments show that the audience responded positively, not only to the clean-up action but also to the message of environmental responsibility brought by Pandawara Group. These comments show that the visual and narrative messages conveyed through the reels succeeded in generating empathy and appreciation for the real actions carried out by this group. From the perspective of Henry Jenkins' participation theory, the supportive audience response indicates that Pandawara Group's content is not only viewed passively, but triggers deep emotional involvement among their followers (Jenkins, 2006).

2. Invitation to Participate

In addition to appreciation, there are also many comments containing invitations or intentions to participate in the clean-up action. Comments such as

*"Kapan ada acara bersih-bersih lagi? Saya ingin ikut!"
"Bagaimana cara bergabung dengan kegiatan ini?"*

frequently appear in all three reels. This shows that Pandawara Group has succeeded in creating a space for active participation, where the audience is not just watching but is also interested in being directly involved in the activities. This invitation shows that social media can function as a powerful mobilization tool, where platforms like Instagram are used to mobilize collective action in the real world. This is also in line with the theory of attention economy (Georg Franck), where the attention gained from the audience through interesting visual content is then used to mobilize real action.

3. Inspiration for Action in Other Locations

Some comments indicate that the audience was inspired by Pandawara Group's actions and planned to do similar activities in their own areas. For example, comments such as:

"Kami sudah mulai bersih-bersih pantai di daerah kami juga setelah melihat aksi kalian!"

"Aksi kalian memberi inspirasi bagi komunitas kami untuk memulai gerakan serupa."

This shows that the actions carried out by the Pandawara Group not only have an impact on the location where they work, but also spread to other areas, creating a wider clean-up movement. These comments reflect the domino effect caused by the Pandawara Group, where their local actions have a global impact through the power of social media. It also shows the inspiring effect of the collective discourse that this group has managed to build, reinforcing Stuart Hall's theory of representation where the text and visuals displayed have succeeded in influencing the audience to carry out similar actions in different contexts (Hall, 1997).

4. Constructive Criticism and Discussion

While the majority of comments were positive, there were also some comments that provided constructive criticism. Some audiences questioned the method or scale of impact of the actions taken by the Pandawara Group, with comments such as:

"Apakah aksi ini hanya dilakukan di pantai besar? Bagaimana dengan daerah kecil yang jarang diperhatikan?"

"Bagaimana memastikan bahwa setelah bersih-bersih, tidak ada lagi yang membuang sampah sembarangan?"

Comments like these show that the audience is not just passively receiving messages, but also asking critical questions about the effectiveness and sustainability of the actions taken.

This discussion shows that social media is a productive dialogue space, where the audience can participate in deeper discussions about environmental issues. Thus, in addition to being a mobilization tool, Instagram is also a platform for wider education and awareness. Michel Foucault's discourse theory is relevant here, where these comments

show the process of negotiating meaning and power in the discussions that occur in this digital space (Foucault, 1977).

3.4 Ideology and Power in Pandawara Group: Driving Environmental Activism through Instagram

In the context of this research, Pandawara Group has successfully utilized Instagram to build and spread a strong discourse on environmental responsibility among young Indonesians. Through visual storytelling, they not only convey a message about the importance of keeping the beach and environment clean, but also successfully create a new ideology about environmental activism that is collective, inclusive, and based on real action. This analysis will further examine how this ideology is built, as well as how Pandawara Group uses digital platforms to influence power in environmental discourse.

1. Ideology: Collective Responsibility and Sustainability.

Pandawara Group has succeeded in creating an ideology that emphasizes collective responsibility for the environment. Through visual content on Instagram, they teach that maintaining cleanliness is not just an individual or government task, but a shared responsibility that must be taken by all levels of society, especially young people. This is reflected in the captions and visual narratives they use, such as in reels that show many volunteers participating in a clean-up action. The idea of cooperation and collaboration is continuously reinforced in each of their content, inviting the audience to not only watch, but also participate directly.

Pandawara Group also carries the ideology of sustainability. In one of the reels, they emphasize the importance of a clean-up action that not only has an impact on the present, but also on future generations. They emphasize that every small action taken now will bring about big changes in the future. This ideology is in line with their vision to create a greener future through active and sustainable participation from the community.

In the context of this ideology, Pandawara Group has succeeded in changing young people's perceptions of activism. They no longer see activism as something that requires large demonstrations or political advocacy, but as a simple action that can be done by anyone through local actions that have a global impact. Antonio Gramsci's theory of hegemony can be used to understand how the Pandawara Group managed to dominate environmental discourse by creating narratives that were close to the daily lives of young people and made it easier for them to get involved (Gramsci, 1971).

2. Power: Influence and Mobilization in Digital Space.

Pandawara Group has not only succeeded in building a new ideology, but also in using digital power to distribute their discourse and influence society. In this case, they leveraged the power of Instagram as a highly visual and interactive social media platform to mobilize environmental action throughout Indonesia. By combining compelling visual narratives and participatory invitations, they have succeeded in creating a digital movement that has involved thousands of people in various regions.

From the perspective of Michel Foucault's discourse theory, Pandawara Group can be seen as an actor who uses digital platforms to define and control discourse on environmental responsibility (Foucault, 1977). With consistent content, they have been able to shift the discourse from merely theoretical discussions about pollution and waste to real, measurable actions, such as cleaning up 620 tons of waste at 187 points throughout Indonesia. Pandawara Group uses power in the digital space to encourage changes in people's behavior, especially young people, by providing direct examples through easily accessible content.

In addition, they have also succeeded in changing the power structure in environmental discourse. Before the emergence of digital movements such as Pandawara Group, discourse on environmental cleanliness was often dominated by the government, large organizations, or multinational companies (Castells, 2012). However, through the use of Instagram, Pandawara Group has managed to reverse this hierarchy of power by showing that young people and small communities also have great power to change the state of their environment. This creates a new space for activism where anyone can take on the role of an agent of change, without having to rely on formal authority.

3. Harnessing Instagram for Environmental Youth Activism.

Pandawara Group has successfully leveraged Instagram as a key platform to mobilize environmental activism among young people. They leveraged powerful and effective visual storytelling to convey messages about the importance of protecting the environment, and created narratives that encourage real action. Instagram, as a highly visual platform, allows Pandawara Group to reach audiences emotionally. The use of contrasting images of dirty and clean beaches, as well as touching narratives, triggers a sense of responsibility among their followers. This content not only builds awareness, but also encourages real action by inviting audiences to directly engage in clean-up activities or start similar movements elsewhere. Thus, Instagram serves as an effective mobilization tool. Pandawara Group uses the power of this platform to activate their power to distribute new environmental discourses and create an ideology of collective responsibility that is widely accepted by society. Their success in mobilizing young people through Instagram reflects the enormous potential of social media platforms to promote positive social and environmental change.

4 Conclusion

This study highlights the effectiveness of Instagram in mobilizing young people for environmental activism through visual storytelling. The Pandawara Group successfully employs narrative techniques, persuasive messaging, and audience engagement strategies to raise awareness and encourage participation. These findings reinforce the potential of digital media as a catalyst for social movements and underscore the need for further research on the long-term impact of online activism.

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