

# ENVIRONMENTAL COMMUNICATION IN ONLINE MEDIA: STRATEGIES FOR DISSEMINATION OF GREEN ECONOMY VALUES BY LOCAL GREEN COMMUNITIES

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**Abstract :** The escalating ecological crisis caused by climate change, pollution, and resource depletion demands urgent and transformative responses through a transition to a green economy. The green economy is viewed as a strategic solution to achieve sustainability and economic resilience by promoting responsible patterns of production and consumption. In this context, environmental communication plays a crucial role in disseminating sustainability values to the public, particularly through online media, which offers wide reach and interactive engagement. Local green communities, as grassroots actors, actively contribute to spreading green economic values by using digital communication strategies. This study aims to examine how local green communities use online media to convey environmental messages and raise public awareness of the green economy. Using a qualitative approach, this research seeks to contribute to the development of effective and contextual environmental communication strategies that support the broader transition toward sustainability.

**Keywords :** environmental communication, online media, green community, green economy, sustainability

## I. INTRODUCTION

The increasing global and local ecological crises, such as climate change, pollution, and resource depletion, mark the urgency to address environmental issues

through a transition to a sustainable green economy (Yadav, 2022) .

Climate change due to greenhouse gas emissions from the burning of fossil fuels has caused extreme natural disasters and rising sea levels, giving rise to an urgent need for decarbonization, even beyond traditional energy security issues (Abbasov, 2024) .

In the context of economic resilience, the green economy is considered capable of overcoming environmental degradation by encouraging sustainable practices and balancing economic growth and ecological responsibility, which ultimately improves people's quality of life (Khurshid, 2024)

On the other hand, commercial approaches to resource management often ignore social and environmental aspects, thus worsening ecological imbalances. Therefore, the green economy encourages more responsible consumption and production patterns to restore ecological balance (Stepanova, T., & SHNAIDER, 2023) .

Despite structural barriers and entrenched economic interests, the pressing

ecological crisis demands systemic and sustained transformative efforts.

## II. METHOD

This study refers to several main theories to analyze the communication strategies used by local green communities in spreading green economy values. First, environmental communication theory explains how messages about sustainability can shape public awareness and change behavior through media, including online media. Second, digital communication strategy theory examines the use of digital platforms to spread messages with creative approaches, such as storytelling and visualization, to increase audience engagement. Finally, the concept of green economy and sustainable development highlights the importance of educating the public about environmentally friendly resource management and balancing economic growth with nature conservation, which can be implemented through digital campaigns by green communities.

## III. RESULTS AND DISCUSSION

This paper focuses on social media discourse in virtual environments, highlighting strategies such as revitalizing local traditions and promoting sustainable practices. These discursive practices encourage community formation and clarify shared values, connecting local efforts to broader regional and global movements. (Bakó et al., 2021).

This paper highlights that local green communities can leverage Instagram to communicate green economic activities, promote products, and engage audiences through educational content, leveraging hashtags for brand awareness and sustainability messages, thereby effectively educating followers about green initiatives. (Raisa & Wardyaningrum, 2024).

Storytelling builds emotional bonds in green community communication by

legitimizing experiences, fostering trust, and facilitating resignation. It allows individuals to safely express feelings and beliefs, creating connections that motivate action and engagement toward sustainability and community development. (Prasetyo, 2017).

This study shows that video content marketing effectively clarifies the concept of green economy for audiences by combining educational, informative, and entertaining elements. This multimedia approach attracts attention and enhances understanding, as the visual design stimulates interest and increases information retention. Video can convey messages that evoke emotions and achieve targeted results faster than other media, making it a powerful tool for transferring knowledge about green economy to MSMEs, ultimately shaping their perceptions and behaviors. (Zulfikar & Mayvita, 2019).

Collaboration with influencers and online media is crucial as they significantly shape product values and consumer behavior, promoting eco-friendly products. These strategic partnerships increase awareness and adoption of green lifestyles, which ultimately contribute to broader sustainability efforts in society. (Rifai Apriture Afianto et al., 2024).

This paper focuses on the use of TikTok (Douyin) by Wuhan residents during the COVID-19 lockdown, highlighting how user-generated content practices such as Evoking, Performing, Collaborating, and Narrating facilitate social connections and communicate social sustainability, although it does not specifically address YouTube (Feng et al., 2024).

Online media can significantly help local green communities reach a wider audience compared to traditional media by effectively spreading environmental messages, engaging young people, and

fostering green habits through strategic CSR collaborations, as highlighted in the research findings (Pujihartati et al., 2023).

This paper emphasizes that storytelling in sustainability communication encourages audience identification with the protagonist, increasing engagement. This suggests that effective storytelling can educate without sacrificing entertainment, making it a powerful tool for conveying green economy messages, especially in online media. (Fischer et al., 2022).

Local green communities face challenges such as limited financial and human resources, and inadequate analytical skills, leading to fragmented electronic communication. They mainly address these issues by providing basic information and feedback, although this often fails to engage the population significantly. (Burkšienė & Dvorak, 2022).

This paper emphasizes that digital innovation is essential to drive a green economy and address ecological degradation. Updating and adapting communication strategies to the latest digital trends increases the effectiveness of disseminating green economy messages. By leveraging digital technologies, organizations can reach wider audiences, improve public services, and stimulate the growth of green businesses, ultimately contributing to a more sustainable and equitable future. Thus, aligning communication strategies with digital advancements is essential to maximize impact (Hussain et al., 2024).

#### **IV. Conclusion**

Based on the research results, it can be concluded that local green communities utilize online media effectively to spread green economy values through various communication strategies. Storytelling is used to build emotional engagement, visual campaigns clarify concepts, and collaboration with influencers expands

audience reach. Social media and video platforms are the main means because they are able to create direct interaction with the public. Although green communities show high creativity in packaging messages, the challenge of the dense flow of information in digital media requires them to continue to update their strategies to stay relevant. Overall, the use of online media has proven to be strategic in strengthening the spread of green economy values and encouraging changes in community behavior towards sustainability.

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