ABSTRACT

COMPARISON OF ENVIRONMENTAL ISSUE CONTENT PACKAGING ON INSTAGRAM ACCOUNTS @GREENPEACE AND @GREENPEACEID (A Quantitative Descriptive Study for the Period of January 2024 – January 2025)

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Environmental issues are a problem of life ecosystems in the world. Instagram social media is a medium for information on environmental issues. Greenpeace International and Greenpeace Indonesia are environmental organizations with the most followers and uploads. Although they are under the same organization, the management of Instagram content is different. So this study aims to compare the packaging of environmental issue content on both Instagram accounts, namely @greenpeace (International) and @greenpeaceid (Indonesia), in the period January 2024-January 2025. The method used is quantitative content analysis with a positivist approach, including themes, forms, types, and content responses. Data were collected through documentation, and tested with reliability tests. A total of 281 posts were analyzed in this study. The dominant theme form was climate change (30%). Due to different ecological conditions in general, Greenpeace International highlights the issue of energy transition (27%) as a global campaign, while Greenpeace Indonesia focuses more on the locally relevant issue of deforestation (25%). Informative content forms are dominant (82%) on both accounts. Greenpeace International organizes content coherently and systematically, while Greenpeace Indonesia tends to convey the core of the issue directly without a clear flow. Carousel content type is the dominant format (52%). In terms of responses, negative content dominated (60%), with expressions of disappointment, sadness and anger towards environmental issues. Some comments also criticized the style of content delivery, which was considered one-sided..

Keywords	:	*Greenpeace, Content Analysis, Social Media, Instagram, Environmental Communication*
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