

## Communicating about sustainability on @greenpeaceid

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**Abstract** Environmental challenges are critical issues the entire international community is currently dealing with. The number of factory waste disposal incidents, climate change, and biodiversity extinction all represent a significant threat to all creatures' survival. As a result, @greenpeaceid, as an environmental group, continues to work to stop the ongoing natural damage. This study aims to find the sustainable communication model on the Greenpeace social media site. From January 1, 2022, to February 28, 2022, Krippendorff's content analysis via Instagram @greenpeaceid was used. Based on the data analysis that has been carried out, sustainability communication on the Instagram @greenpeaceid social media site for the period January 1, 2022, to February 28, 2022, is more dominant in producing posts that contain the benefits of messages that invite people to care about environmental balance.

**Keywords:** sustainability communication; Social media; Greenpeace.

### INTRODUCTION

Plastic waste is considered to be the most responsible for environmental problems today. Therefore, the innovation of biodegradable materials with biodegradable products is a solution to this environmental challenge. Through frames in online media, especially those related to biodegradable materials and products, environmental issues have not dominated online media coverage, and online media have not presented enough biodegradable issues (Yuliarti & Jatimurti, 2019).

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The environment has been one of the essential concerns explored in the study of international relations since the 1970s and is even more relevant today. International Relations researchers recognise that today's global security is challenged by more than just wars, territorial conflicts, and other military operations. Non-traditional challenges, such as environmental concerns, can also jeopardise global security. Water scarcity has become a hot topic of debate because it is a basic need shared by the entire world's population that other resources cannot meet (Martha, 2018).

Environmental issues are one of the most debated national and global topics today. The Ministry of Environment and Forestry (KLHK), an ecological organisation arm of the Indonesian government, and Greenpeace Indonesia, Indonesia's most influential independent environmental group, are two ecological organisations in Indonesia that often argue about this (Syilvianisa & Rahmanto, 2021). However, the importance of environmental issues that have become a global concern for public knowledge about Sustainable Development Goals (SDGs) is still limited. Even though the socialisation of the SDGs is essential for achieving the final target of the SDGs in Indonesia by 2030 (Wijayanto & Nurhajati, 2019), this condition requires sustainable Communication.

Sustainable Communication is considered a customer-facing product idea. Corporate social responsibility relates to the corporate level and stakeholder interactions, which do not necessarily imply product sustainability (Belz & Peattie, 2009). Sustainable Communication aims to raise consumer awareness of the availability of sustainable travel products, explain how this offering meets their needs while meeting sustainability criteria, and encourage pro-sustainable purchases. Sustainability communications promote openness about corporate sustainability engagements and interactive dialogue between companies and stakeholders regarding corporate actions. As a result, sustainability communications are part of a larger sustainability marketing strategy that takes an integrated and holistic approach to achieve the companies and long-term development goals (Bridges & Wilhelm, 2008; Belz & Peattie, 2009). Sustainability communications inform consumers of sustainable travel products' availability, how these offerings meet their needs and comply with sustainability criteria, and, ultimately, stimulate pro-sustainable purchases (Tölkes, 2018). Many sustainability programs are centred on big ideas like saving the earth and preserving it for future generations. As a result, communications that convey these efforts are often constructed in the abstract. Such campaigns are characterised by a strong sense of psychological distance, with a focus on time (long-term view), location (global sustainability), and social distance (benefits to foreign populations). Based on the previous explanation of CLT and behaviour, it is hypothesised that when customers hear abstract marketing messages about a company's CSR activities. The unity

between how they interpret CSR efforts, and the news will affect how the information is processed (Lee & Oh, 2014), one of them by Greenpeace. Greenpeace exists because our planet desperately needs a voice. Change is required. Action required. We stand with communities worldwide, holding governments and companies to account. When we work together, we have real power, from the streets to the decision-makers (Greenpeace.org, 2022).

Social media has become an inseparable aspect of people's lives. Users can build their network on social networking sites, or SNS, a type of social media. Not only that, but users can also choose their friends, the kind of content they want to see, the type of relationship they want to have, and whether they want certain things to be seen exclusively by specific individuals through social media (Mahardika & Farida, 2019). This era is no different from the previous era. It is just that the web now has to connect all real and virtual devices in real time. The following web (5.0) is a dynamic web that supports emotional and intelligent interaction between users and the web—also called the Web of Thoughts, where human nature is mated with artificial intelligence (Aghaei et al., 2012; Susilo & Putranto, 2021). Generally, social media is used in marketing strategy (Wahyuni et al., 2021; Jamil & Eriyanto, 2021; Dalangin et al., 2021). However, in this study, researchers attempted to examine the social media used by Greenpeace.

Nowadays, almost all kinds of information can be easily found on social media platforms, including Instagram (Azkia & Monterie, 2019). Instagram is a photo and video-sharing social media platform for expressing one's self-presentation online (Prasetya, 2020; Octaviana & Susilo, 2021). Instagram is a video and image-focused social networking platform where each post can contain captions, hashtags, and comments. This application can be used on Personal Computers and mobile devices but is primarily intended for mobile devices (McNely, 2012; Susilo, 2021). Instagram users can also freely share their travel experiences by using hashtags and geotags in their posts. Travellers can help with initial expectations by searching using hashtags and geotags (Andini & Kurniawan, 2020) so that researchers focus on Instagram Greenpeace.

Greenpeace-related research emerged in this study, such as Information Politics, Symbolic Politics, Leverage Politics, and Accountability Politics are the four elements Greenpeace implements. Greenpeace has conducted research, campaigned, lobbied governments, and urged fast fashion companies not to use hazardous materials in their supply and production chains as a result of this research (Sari et al., 2021). Three different factors measure the success of Greenpeace's advocacy. First, Sinar Mas' behaviour has changed, and now he is entirely devoted to the Forest Conservation Policy (FCP) initiative, which will preserve Indonesia's forests. Second, world-renowned companies that are regular customers of Sinar Mas

have promised to stop buying palm oil from the company, and third, the Indonesian government has finally issued Presidential Instruction no. 10/2011 on the implementation of a ban on forest and peatland clearing (Rukmana, 2019). Lobbying, issue campaigns, protests, investigations, collaboration with specific institutions, articles on websites and social media, and scientific publications are examples of Greenpeace's efforts in dealing with Wilmar International. Greenpeace works with various organisations, including environmental groups, the Indonesian Red Cross, and the Indonesian National Armed Forces. Greenpeace's efforts persuaded Wilmar to stop some deforestation activities in its supply chain and reassess the Company's No Deforestation, No Peat, No Exploitation policy (Fauzi, 2021). For @Greenpeaceid, Instagram followers, message content, message structure, campaigners and campaign channels all play a role in supporting the part of cognition, engagement, and building an ecologically beneficial mindset. Starting from increasing information, creating a sense of shame and responsibility, reducing the use of plastic straws, using Tumblr, and so on, the #PantangPlastik campaign is increasingly able to shape an environmentally friendly attitude among Instagram followers @Greenpeaceid (Priliantini et al., 2020). Previous studies and topics related to Greenpeace have focused more on the four elements that Greenpeace applies, measuring the success of Greenpeace's advocacy, Greenpeace's efforts in deforestation activities, and campaigns on the environment. Based on this background, this research aims to find out the sustainable communication model on the Greenpeace social media site.

## **METHODOLOGY**

This research uses the content analysis method to describe the elements and characteristics of the post content. Content analysis is a systematic approach to evaluating the content and delivery of messages and an analytical tool to monitor and analyse the communication activities of selected communicators (Krippendorff, 2018; Susilo & Putranto, 2021). The researcher used two coders to ensure objectivity in coding and data collection. Two coders were used, and reliability tests were carried out to ensure that the data were correct and that the data obtained were genuine. Two coders were used in the reliability test to assess the validity and correctness of the data obtained through Instagram.

Instagram is a photo and video-sharing social media platform used to present oneself online (Prasetya, 2020; Octaviana & Susilo, 2021). Instagram is a video and image-focused social networking site that allows users to add captions, hashtags and comments to their posts. This app is compatible with PC and mobile devices but is primarily designed for mobile devices (McNely, 2012; Susilo, 2021). From January 1, 2022, to February 28, 2022, researchers looked at @greenpeaceid's Instagram posts as a unit of analysis. First, they

conducted content research to see if any posts were relevant to the message content indicators on Instagram @greenpeaceid. In this study, the content of the message focuses on 1) the ease of being understood by the audience, 2) attracting the audience's attention, 3) the intensity of the message, and 4) the benefits of the message.



**Figure 1.** Instagram Profile Page @greenpeaceid  
Source: (Greenpeaceid, 2022f)

Holsti's algorithm is used to compute data from the two coders in this investigation (Samiei & Mehrabi, 2019; Susilo & Putranto, 2021). The content analysis approach was used because the researcher wanted to see Instagram posts statistically, then evaluate the posts, read the symbols, and interpret the symbolic interaction content of @greenpeaceid Instagram posts. This content analysis approach uses the following procedure: first, researchers evaluate @greenpeaceid Instagram posts from January 1, 2022, to February 28, 2022. Second, researchers visit Instagram @greenpeaceid to view posts related to message content. Third, after the posts are collected, the coder sorts them. Finally, the collected data is processed and checked using the following formula in the fourth stage.

$$PAo = 2A / (N1 + N2)$$

Where PAo indicates the percentage agreement between the two coders, A shows the number of judgments made by the two coders, and N1 and N2 indicate the number of decisions made by the coders. Because this study seeks to see the content of the message, the researchers set several indicators in viewing the content of the message, including 1) the ease of being understood by the audience, 2) attracting the attention of the audience, 3) the intensity of the message, 4) the benefits of the message.

## RESULTS AND DISCUSSION

Researchers collected about seventy-five of @greenpeaceid Instagram posts and assessed the reliability of the data using the Holsti method. Indicators of message content include 1) ease of understanding by the audience, 2) attracting the audience's attention, 3) the intensity of the message, and 4) the benefits of the message.

**Table 1.** Analysis of posts by Two Coders from January 1, 2022, to February 28, 2022

January	Coder 1				Coder 2				February	Coder 1				Coder 2			
	1	2	3	4	1	2	3	4		1	2	3	4	1	2	3	4
1	-	1	-	-	1	-	-	-	1	1	-	-	-	-	1	-	-
2	-	-	-	-	-	-	-	-	2	-	-	-	-	-	-	-	-
3	-	-	-	-	-	-	-	-	3	-	-	-	1	-	-	-	1
4	-	-	-	-	-	-	-	-	4	1	-	-	-	-	1	-	-
5	-	-	-	1	-	-	-	1	5	-	-	-	-	-	-	-	-
6	-	1	-	-	-	1	-	-	6	-	-	-	-	-	-	-	-
7	-	-	-	3	-	1	-	2	7	-	-	-	-	-	-	-	-
8	-	1	-	-	-	1	-	-	8	-	-	-	3	-	-	-	3
9	-	-	-	-	-	-	-	-	9	-	-	-	2	-	-	-	2
10	-	-	-	1	-	-	-	1	10	-	-	-	3	-	-	-	3
11	-	-	-	-	-	-	-	-	11	-	-	-	1	-	-	-	1
12	-	-	-	2	-	-	-	2	12	-	1	-	-	-	1	-	-
13	-	-	-	-	-	-	-	-	13	-	2	-	-	1	1	-	-
14	-	1	-	1	-	1	-	1	14	-	2	-	-	-	1	-	1
15	-	-	1	-	-	-	-	1	15	-	2	-	-	-	1	-	1
16	-	-	2	-	-	1	-	1	16	-	-	-	2	-	-	-	2
17	1	1	-	-	1	1	-	-	17	-	-	-	2	-	1	-	1
18	-	-	-	2	-	-	-	2	18	-	1	-	-	-	1	-	-
19	-	-	-	-	-	-	-	-	19	-	-	-	-	-	-	-	-
20	1	1	-	-	-	2	-	-	20	-	-	-	-	-	-	-	-
21	2	-	-	-	1	-	-	1	21	-	2	-	-	-	1	-	1
22	-	-	-	-	-	-	-	-	22	-	-	-	1	-	-	-	1
23	-	1	-	-	-	-	-	1	23	-	-	-	2	-	-	-	2
24	-	-	-	1	-	-	-	1	24	-	1	-	2	-	-	-	3
25	-	1	-	-	-	-	-	1	25	2	1	-	1	3	-	-	1
26	-	2	-	-	-	2	-	-	26	-	1	-	1	-	1	-	1
27	-	-	-	1	-	-	-	1	27	-	-	-	1	-	-	-	1
28	-	1	-	-	-	1	-	-	28	-	2	-	1	-	3	-	-
29	-	1	-	-	-	1	-	-									
30	-	-	-	-	-	-	-	-									
31	-	1	-	1	-	2	-	-									
Total	4	13	3	13	3	14	1	15		4	15	-	23	4	13	-	25

\* 1) ease of being understood by the audience, 2) attracting the attention of the audience, 3) the intensity of the message, 4) the benefits of the message

Source: Data Processed by Author (2022)

Table 1 describes the findings of the coding process for coder one and coder two on 75 posts that have been separated by date and their respective indications. In addition, Table 2 provides a summary of these indicators. If the data has a tolerance value of at least 70% or more than 0.7 per cent, the data is considered reliable (Holsti, 1969). Based on the results of data calculations using the Coder Holsti reliability formula, the reliability element is 0.96 or 96%. As a result, the data collected is considered credible because it exceeds the minimum threshold. The ease of being understood by the audience, attracting the audience's attention, the intensity of the message, and the benefits of the message are the findings of the coding carried out on four indicators (message content). Message benefit indicators dominate @greenpeaceid's Instagram posts. Next, the researcher sets

out several issues related to some of the natural disasters obtained through @greenpeaceid, whose caption contains messages useful in maintaining the balance of nature. In addition, it is also an effort to carry out sustainability communication through the appearance of captions containing the benefits of messages.

**Table 2.** Coding Output

Variable	Coding Output		
	Coder 1	Coder 2	Approval of both coders
Ease of being understood by the audience	8	7	7
Attracting the attention of the audience	28	27	27
The intensity of the message	3	1	1
The benefits of the message	37	40	37
Total	75	75	72

Source: Data Processed by Author (2022)

$$\begin{aligned}
 Pao &= 2A / (N1+N2) \\
 &= 2(72) / 75+75 \\
 &= 144 / 150 \\
 &= 0,96 \text{ (96\%)}
 \end{aligned}$$



**Figure 3.** @greenpeaceid's Instagram post regarding the Coal Issue  
Source: (Greenpeaceid, 2022a)

In Figure 3, it can see @greenpeaceid's Instagram post showing dependence on coal which puts Indonesia in danger of an electricity crisis in early 2022. Coal is one of the biggest emitters that accelerates the climate crisis. Let alone care about the environmental impact. They ignore their obligations to the government. The main priority refers to profit, profit, and profit. Therefore, it is time for Indonesia to switch to renewable energy, which is potential and environmentally friendly, and immediately abandon its toxic relationship with dirty coal energy.

It refers because coal companies did not comply with the mandatory domestic supply (DMO) provisions, so the State Electricity Company stated that it was experiencing a shortage of energy sources.

As a result, the government temporarily banned coal exports. However, government policies have changed, and coal exports have resumed because there is already a bright spot for the supply of energy sources. Indonesia has tremendous renewable energy potential. However, unfortunately, until now, our government is still very dependent on dirty energy from coal. This dependence cannot be separated from the influence of political elites who have close ties to the coal mining business, which can be seen in the failure of government policies.

The government is very keen to preserve coal. It encourages various fake solutions to reduce emissions through coal gasification, for example, which exacerbates the rate of the climate crisis and destroys nature. For economic reasons, coal gasification is also ineffective and consumes the state budget. The conglomerates can get big and profitable projects if the gasified DME replaces liquefied petroleum gas. So, sustainability communication efforts, in this case, are conveyed through messages to pay attention to coal gasification to benefit the people and environmental sustainability. In addition, it can be done by stopping pseudo-solutions and immediately switching to truly green and renewable energy.



**Figure 4.** @greenpeaceid Instagram post related to air pollution issues  
Source: (Greenpeaceid, 2022e)

In Figure 4, @greenpeaceid's Instagram post shows the victory over the Jakarta air pollution lawsuit. After more than two years since the city's lawsuit over Jakarta Air Pollution was filed by the Capital Coalition, the decision on the lawsuit was finally read out. The Central Jakarta District Court judges won some of the plaintiffs' demands. The defendants, who in this case are the President of the Republic of Indonesia, the Minister of Environment and Forestry, the Minister of Home Affairs, the Minister of Health, and the Governor of Jakarta Metropolitan Region, are declared to have committed acts against the law because they were negligent in handling Jakarta's air pollution. Through an appeal, the defendants showed that the government's efforts to control air pollution were not optimal and tended to ignore their obligations to protect public health. Unfortunately, the Panel of Judges did not state that the five had violated human rights.



On behalf of the Capital Coalition, Greenpeace Indonesia expresses its gratitude for all forms of support through petitions and social media in the long journey of the Jakarta Air Pollution Lawsuit. However, this is not the end of our struggle. This decision still needs to be monitored and monitored along with its implementation. In terms of the message of sustainability communication, support and concrete actions are still needed in joint efforts to clean the air in the capital cities of Jakarta and Indonesia.



**Figure 5.** @greenpeaceid's Instagram post regarding the issue of the earth's temperature

Source: (Greenpeaceid, 2022b)

In Figure 5, you can see @greenpeaceid's Instagram post, which shows the problem of the rising earth's temperature, which means an increasingly intense disaster, so it is time to speak up and act to prevent the worst possibility much worse. In early 2022, natural disasters and extreme weather hit various regions in Indonesia. They take turns hitting, from floods, landslides, tidal waves, and forest fires to strong winds. At least the National Disaster Management Agency (BNPB) noted that as many as 635 disasters related to the climate crisis hit various regions of Indonesia until February 20, 2022.

Currently, we are faced with a climate crisis. In the future, we will more often encounter extreme weather phenomena like this due to the warming temperature of the earth. If we have seen news of tidal floods that are getting more intense in several coastal areas of Indonesia in the past few years, our condition could be even worse in the future! Researchers say that 112 coastal areas of Indonesia will be threatened with sinking in 2050. The increase in the earth's temperature, which is getting worse with our emission levels yearly, is undoubtedly one of the main factors. So the message of sustainability communication, in this case, seeks to encourage Indonesia to immediately switch to renewable energy, protect remaining forests and build a green economy to prevent the impact of the climate crisis. It is not just about extreme weather. This is an increasingly critical condition due to the #crisisclimate rate. We are currently at an important point in history.

The climate crisis is no longer what it was 5 or 10 years ago but is much more unpredictable and worsening.



**Figure 6.** @greenpeaceid's Instagram post related to technology issues  
Source: (Greenpeaceid, 2022d)

In Figure 6, you can see the Instagram post of @greenpeaceid, which shows the discourse on the use of carbon capture and storage technology (CCS) which is being heavily promoted in some countries, including Indonesia. This technology is claimed to cut carbon emissions from coal-fired power plants, cement factories, and gas-fired power plants (PLTG). In addition, the use of technology also shows that the area of Indonesia's forests damaged by forest fires in 2019 is much broader than the official report. According to the report, the area of forest burned was 3.1 million hectares, more than the territory of Belgium.

Indonesia, which has the largest rainforest outside the Amazon and Congo, is of concern because it is the world's lungs, and sadly most of this land has been converted into the palm oil and pulp industry. The World Bank reported that the smog from forest fires in 2019 caused 900,000 people to suffer from respiratory diseases and losses of more than Rp. 74 trillion. The message of sustainability communication on the issue of trying to improve forest governance in Indonesia must start with transparency of forestry data. It can be monitored by the public and avoid the monopoly of truth by the government to protect certain interests. It is time for the government not only to dare to open the forest but also to be open to forestry data.

In Figure 7, you can see the Instagram post of @greenpeaceid, which shows Greenpeace Indonesia's strong criticism of the intimidation and criminalisation of residents by officials in Wadas Village regarding the rejection of the andesite mine and the Bener dam. Wadas a village blessed with fertility and productive agriculture. With fertile soil, it is not surprising that most Wadas people work as farmers who depend on land and nature. They feel sufficient and prosperous with various crops obtained from nature. Unfortunately, all of this is threatened by mining to get backfill material to construct the "Bener Dam". The andesite quarry mine in Wadas Village targets 15.53 million cubic meters of andesite rock material for constructing the Bener Dam, with a production capacity of 400,000 cubic meters

annually. If that happens, it will destroy the landscape and is no different from forcing people to live with the destruction of the ecosystem.



**Figure 7.** @greenpeaceid's Instagram post regarding the Wadas issue  
Source: (Greenpeaceid, 2022c)

Intimidation followed by the arrest of residents occurred in various areas of resistance. Intimidation often occurs along with the movement of citizens who want to fight for the right to obtain transparent information and a healthy environment. The plan for constructing the Bener Dam and Andesite Mining as a National Strategic Project of the Government received a strong rejection from residents. However, the government still tried to realise this project and the residents who had lived and made a living in Wadas village were considered obstacles. Development that ignores the residents' living space and the environment and tends to use violence against the citizens contradicts the values of democracy in Indonesia.

Until now, Wadas Village is still threatened by the construction of the National Strategic Project (PSN) designed by the leader. The beautiful environment home to Wadas residents for years will disappear into other mining areas. The plan is for the mining project to be carried out on agricultural land owned by residents, resulting in residents losing their livelihoods. In addition, this mining can cause environmental damage, as evidenced by the fact that there are 27 springs in Wadas Village whose existence is threatened and the potential for damage to residents' houses.

Through various posts on @greenpeaceid, a common thread can be drawn that one of them is the climate crisis. The climate crisis is becoming more and more natural, marked by global warming, sea-level rise, weather anomalies and natural disasters that are becoming more frequent. The impact of the climate crisis will be felt more and more on the sea, coast and small islands. The livelihoods of fishers have also begun to be disrupted. Coal contributes the most carbon emissions and damages the environment. In addition, dependence on fossil energy also seriously impacts human survival. The number of deaths due to air pollution is increasing. It was coupled with the problem of the earth's crust due to the increased volume of CO<sub>2</sub> particles trapping the heat of the sun's rays in the atmosphere, acting like a greenhouse where it gets warmer and warmer. Such an increase

in temperature leads to the earth's temperature anomalies. It will have potentially far-reaching effects, such as the emergence of extreme hotspots to crop failure and increased hazardous events such as storms and floods. Sea level rise is one of the most obvious impacts. Hotter temperatures melt ice sheets and glaciers and increase the total volume of water in the oceans.

Furthermore, it is related to the issue of carbon emissions that contribute to climate change worldwide. So people must start reducing combustion products containing carbon compounds, such as CO<sub>2</sub>, diesel fuel, LPG, and other fuels. Because carbon emissions contribute to climate change and greenhouse gas emissions, excessive gas emissions can cause global warming or the greenhouse effect. This results in a significant increase in the temperature of the earth. In addition, carbon emissions are also caused by burning fossil fuels in manufacturing, heating, and transportation, as well as emissions needed to generate electricity for goods and services consumed, which also impact global climate change. So that what people can do is reduce their carbon footprint by increasing energy efficiency and changing lifestyles and buying habits. The shift in energy and public transportation can impact the primary carbon footprint. The community can also use public transport, such as buses and trains, install energy-saving lamps, and add insulation to buildings. In addition, carbon emissions can also be reduced by using renewable energy sources to generate the required electricity.

Sustain Communication that is carried out in dealing with natural disaster issues in @green Instagram posts covering issues of coal, air pollution, earth's temperature, technology, to wadas issues is carried out by bringing up several benefits of messages, where these benefits include messages in inviting the government to balance coal gasification and maintain the environmental sustainability. Support and concrete actions are still needed in joint efforts to maintain and clean the air in the midst of global warming cases. It also directs the community to switch to renewable energy to protect the remaining forests and build a green economy to prevent the climate crisis's impact. Another sustainable communication message should start with transparency on forestry data, which must be monitored by the public and avoid monopoly by the government in protecting certain interests. In addition, it is also expected that people can use public transportation and use renewable energy sources.

## **CONCLUSION**

Based on the data analysis that has been carried out, sustainability communication on the Instagram @greenpeaceid social media site for the period January 1, 2022, to February 28, 2022, is more dominant in generating posts that contain the benefits of messages. The benefits of the messages that appear in the ongoing Communication by @greenpeaceid aim to give shadow the public about the climate crisis they are facing. So that people become aware of their role (one of

them is society and government) in maintaining the environmental balance. One is by controlling natural resources' use properly and wisely. However, it also requires support from all parties, from the government and organisations to the general public, to realise a sound and comprehensive environmental balance. It is hoped that Instagram followers @green who see the post will also raise awareness so that they can contribute to caring for natural disaster issues. That way, what the government cares about can be done with the wider community.

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