Environmental advocacy model for Indonesia: lessons from Greta Thunberg's speeches in 2018-2022

Novrel Esa Yubel*), Nur Azizah

Department of International Relations, Universitas Muhammadiyah Yogyakarta
Brawijaya Street, Bantul, Yogyakarta Special Region, Indonesia
Email: novrel.esa.psc22@mail.umy.ac.id and Phone Number: +6285346939905

Abstract This article aims to analyse new advocacy model pioneered by young activist Greta Thunberg and its possible applications for Indonesia. Margareth E. Keck and Kathryn Sikkink's theoretical approaches is used in this study to include advocacy strategies incorporating information politics, symbolic politics, leverage politics, and accountability politics. The study uses a qualitative method, specifically utilising a literature review approach. Data visualisation and analysis were conducted using the Critical Discourse Analysis (CDA) and NVivo 12 software. Findings of this study show that Greta's new advocacy model effectively grabs the attention of young people and encourages them to take part in advocacy initiatives. It also highlights the need of environmental ethics as the foundation for advocacy initiatives. Indonesian teenagers lack knowledge to be pioneers because they do not grasp environmental ethics, which is crucial for environmental campaign. This article offers a new approach to the environmental movement in Indonesia, based on environmental ethics being led by young people.

Keywords: advocacy strategies theory; critical discourse analysis; environmental advocacy; environmental ethics

INTRODUCTION

Contemporary environmental problems are nitrogen emissions, acid rain, deforestation affecting oxygen supplies, and climate change (Speth & Haas, 2006). Figure 1 reveals that five of the top ten countries with the largest forests globally, including Canada, Brazil, Argentina, Indonesia, and the Democratic Republic of Congo, have a deficit in the value of their forests, leading to a negative impact on their transfer. The decrease in global environmental quality is due to changes in different sectors such as the development of nuclear energy plants impacting crops, technological improvements disregarding environmental consequences and extensive economic and industrial expansion by private companies (Decker & Rauhut, 2021); (Marton, Nemes, & Peti, 2022); (Simpson, Bradley, Palfreyman, & White, 2022).

Developing countries face a huge problem in managing natural resources due to their susceptibility to potential dangers to human health, particularly pollution (E. Somanathan & Sterner, 2006); (Poulopoulos, 2016). Effective environmental management is necessary to stop continuous environmental damage resulting from substantial construction activity (See Figure 1). Indonesia employs significant economic power in Southeast Asia and is ranked seventeenth worldwide, experiencing quick and favourable expansion (Diputra & Baek, 2018); (World Bank Group, 2023). Indonesia's environment is deteriorating because of substantial economic growth (Ilham, 2021). Indonesia's economic development has produced 1,495 million tonnes of carbon dioxide (CO_2) as reported by the Country Climate and Development Report.
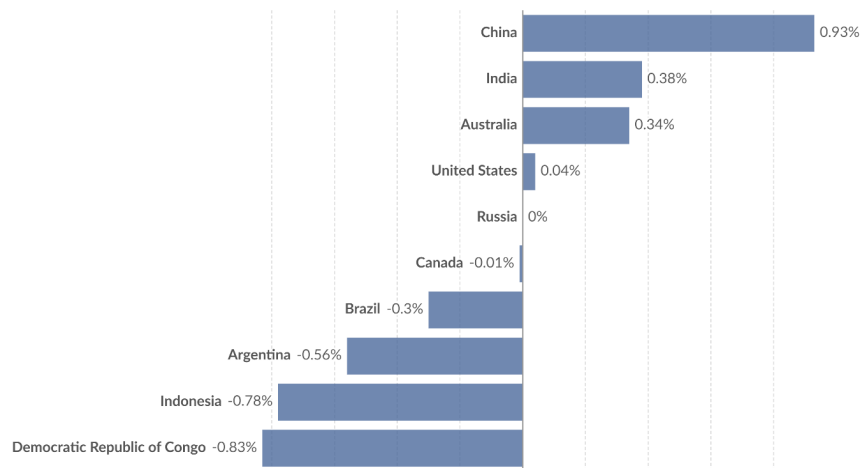
*) Corresponding Author

Figure 1. Change in Forest Value (2020)
Source: (OurWorldInData.org)

Heat transfer occurs in both the atmosphere and on the surface of the sea in Scandinavia, leading to a rapid increase in seawater temperature (Bresson, et al., 2022). This phenomenon is expected to cause higher temperatures in the northern ocean and lower temperatures in the southern sea (Palter, Frölicher, Paynter, & John, 2018). This leads to the melting of the ice cover and an increase in the percentage of phytoplankton, which can accelerate the warming of seawater (Pefanis, Losa, Losch, Janout, & Bracher, 2020).

In a geographical standpoint, Indonesia and Scandinavia differ significantly due to their different locations. Nevertheless, there are certain similarities stemming from this geographical characteristic, such as the configuration of a landmass surrounded by water, encompassing both an island state and rivers. Indonesia and Scandinavia, both archipelagic states are surrounded by large bodies of water, for instance the Java Sea, the Banda Sea, and the Arafura Sea in Indonesia. However, in Scandinavia, there are areas of water such as the Baltic Sea and the Barents Sea that surround the Scandinavian Peninsula (Britannica, 2023).

Furthermore, within the context of small areas of water such as rivers, these two regions also share a common characteristic. Indonesia is renowned for its abundance of rivers, including notable ones such as Kapuas, Mahakam, Citarum, and others. In Scandinavia, the Torne River in Sweden is comparable to the Glomma River, which claims to be the longest river in Norway (Nikel, 2022).

The similar geographical characteristics contribute to the similarity of environmental sustainability challenges they encounter, such as the preservation of oceans and rivers. Therefore, it is crucial for the advocacy movement in Indonesia to adopt the advocacy approach observed in Scandinavia, specifically the model exemplified by Greta Thunberg in this article. The environmental challenges in Indonesia and Scandinavian countries may be a significant factor to cause the development of the environmental advocacy movement.

NGOs in Indonesia engage in environmental advocacy (Sari & Febrianto, 2023). Advocacy initiatives of these NGOs in Indonesia are outdated and have not fully succeeded in influencing government policies. The absence of cooperation between the Indonesian government and NGOs is impeding the growth of advocacy initiatives, making it difficult to influence environmental policy in an innovative method (Fajar & Dewayanti, 2023).

Therefore, there is a need for a new environmental advocacy model to be embraced by environmental organisations in Indonesia, rooted explicitly in environmental ethics. Environmental ethics focuses on the ethical principles related to environmental values, organisational and regulatory frameworks, and methods to land and ecological conservation within socio-ecological systems (Göçmen, 2023). Environmental ethics emphasises the exploitation of nature resulting from large-scale development like the development of coal mines (Callicott & Frodeman, 2009). The Scandinavian environmental campaign, pioneered by young activist Greta Thunberg, presents a new advocacy model rooted in environmental ethics.

Greta Thunberg is a popular environmental activist who effectively expresses criticism at a young age through international conferences and forums (Murphy P. D., 2021). Greta's emergence has caused effects and inspired more than 10 million environmental activists through

the 'school strike' strategy in 2019 (Sabherwal, et al., 2020); (Haugseth & Smeplass, 2023). Greta Thunberg engaged in activist initiatives by delivering speeches at conferences and demonstrations focused on environmental issues. This approach might be used as a new model for environmental advocacy.

Indonesia possesses a notable instance of youthful individual actors that have a genuine interest in environmental matters. Swietenia Puspa Lestari, a 21-year-old diver, founded an NGO called Divers Clean Action. The primary goal of this non-governmental organisation (NGO) is to save the Indonesian sea, which is facing a cleanliness crisis caused by substantial quantities of marine debris. This NGO's concentration is divided into four aspects: research, campaigns and workshops, community development, and collaboration with CSR partners (Divers Clean Action (DCA), 2021). This indicates that young individuals may actively contribute to promoting environmental sustainability in Indonesia. Therefore, the new advocacy model can be seen as an effective approach to engaging a more significant number of actors in this cause.

In the field of communication and media, there is an urgent need for this kind of innovative environmental advocacy. The media has shown to be a powerful tool for mobilising the interests of specific groups, such as political agendas showcased on television or protests against a particular issue, for example, the Arab Spring in 2011 sparked a chain reaction of protests in multiple Middle Eastern countries ((Calibeo, 2024); (Awais, 2024); (Salman & Salleh, 2020)). The emergence of new media, such as social media, has revolutionised the mobilisation strategy of protest movements, allowing for innovation and dynamism beyond the confines of conventional media (Wallis & Given, 2016). Though it's indeed true, some scholars still contend that traditional media continues to be a vital tool, particularly in environmental communication (Lester & Hutchins, 2009).

The media's development has a crucial impact on the growth of environmental concerns campaigns in society within the context of environmental communication. This is evident through the rise of new individuals known as "greenfluencers" in the realm of social media who play a significant role in raising consciousness about environmental issues ((Olbermann, Mayer, & Schramm, 2024); (Dubey, Meijers, Smit, & Smit, 2024)). The rapid development of media is an unavoidable consequence of global globalisation. As a result, the media, including the internet, can serve as a platform for environmental communication, such as using comical memes (Kong, 2024).

Hence, it is crucial to examine a new advocacy model that not only leverages the advancements in media and the internet, but also fosters innovative approaches to advocacy in effort to solve environmental problems. The successful outcome of the Greta Thunberg movement serves as evidence that environmental communication facilitated by extensive media coverage expedites the dissemination of knowledge.

Table 1: Summary of Previous Research in Multidisciplinary Field

Author(s)	Main Findings	Theory or Method
Filipi & Wittig (2022)	Three key themes of Pierre Nkurunziza's speech: anti-colonialism, unity and independence, and an examination on new politics	NVivo Word Analysis
Kakisina, Indhiarti, & Al Fajri (2022)	Manipulation is shown by ideological division, disparaging others, emotional appeals, and an emphasis on superiority	Discursive Manipulation Strategies
Gera (2023)	Viktor Orb'an's stated that LBGTQ community in Hungary poses a threat for society	Social Categorization and Populist Rhetoric
Morgül (2022)	Erdogan emphasises the repatriation of Syrian refugees	Mixed Methods (Qualitative and Quantitative)
Parkinson & Herring (2023)	Joaquin Phoenix advocates about Vegan Activism, animal rights and environmental protection	Veganism
Khan, Akhtar & Hassan (2022)	Speeches concerning French President, Emmanuel Macron and *Charlie Hebdo*	Ideological Square Model
Määttä & Vernet (2023)	Emergence of anti-LGBTQ+ groups in France	Thread Analysis
Mejía-Cáceres, Rieckmann, & Folena Araújo (2023)	The significance of the socio-scientific approach in comprehending climate change	Socio-scientific Approach

Source: Data Processed by Author (2024)

This article examines Greta Thunberg's speeches from 2018 to 2022, using 11 videos as research sources. Authors choose the 2018-2022 period as the research's scope beginning year because of Greta Thunberg's start of activism during that year. Specifically, she initiated her protest by going on a school strike and demonstrating at the Swedish parliament building. Therefore, the author chose the period frame of 2018-2022, during which Greta frequently delivers speeches at diverse international conferences.

The speech will be analysed through Critical Discourse Analysis (CDA). CDA analyses a person's speech using critical thinking and pertinent academic fields (Tenorio, 2011). Previous research in multidisciplinary field uncovered important results regarding the use of CDA in speech interpretation. See Table 1 for the conclusion of several recent studies.

By the information provided in the table, it can be inferred that CDA has been employed across several fields to examine speech as a means of conveying a specific message or agenda. On the similar topics regarding Greta Thunberg, previous research also discovered so many important findings. Look at Table 2 for the conclusion of several recent studies.

Table 2: Summary of Previous Research with Similar Topics

Author(s)	Main Findings	Theory or Method
Penz (2022)	Communication strategies employed by environmental scientists and activists, including Greta Thunberg, using CDA	Critical Discourse Analysis (CDA)
Gregersen et.al. (2023)	Greta Thunberg's speech highlights a passionate response characterised by anger	Climate-related Anger
Naz et.al. (2022)	Examined with Eco-linguistics, Greta employs language selections that promote ecological awareness in her speech	Eco-linguistic
Konyaeva & Samsonova (2021)	Viewed with linguistic praxeology perspective, Greta uses a mocking language	Linguistic Praxeology
Ponton & Raimo (2024)	Greta employs a metaphor in her speech, analysed using Positive Discourse Analysis (PDA)	Positive Discourse Analysis (PDA)
Arce-García et.al. (2023)	An analysis of tweets regarding Greta's speech at the 2019 COP25 conference	Tweets Analysis
Corrias (2023)	Analysing Greta Thunberg's speech through the lens of semiotics, using Stanley Cavell's theory of passionate utterance	Semiotics and Passionate Utterance
Loveday et.al. (2023)	Greta Thunberg's speech serves as evidence of women's participation in global politics	Feminism

Source: Data Processed by Author (2024)

Based on Table 2, it's evident that previous studies have not addressed how speech is utilised to advocate for environmental issues from the perspective of advocacy strategies by Keck and Sikkink. Advocacy is primarily defined by the level of proposing, questioning, criticising, and promoting a subject through the impact of communication, which generates a form of persuasive influence (Sikkink, 2002). This study employs four advocacy strategies: information politics, symbolic politics, leverage politics, and accountability politics (Keck & Sikkink, 1998). Information politics aims to provide information to the public about the issues being discussed to enhance public awareness. Symbolic politics includes arranging ceremonies or events related to the topic to attract public interest. Leverage politics linking the issues being addressed with those in a specific place to draw attention to these problems on a broad scale. Last, accountability politics advised people to accept responsibility and tangible actions for any consequences arising from their activities. Each advocacy strategy serves specific functions. Political leverage exploits networks to influence outcomes, accountability politics expand networks through formal and informal means, and information politics disseminates knowledge to broad audiences (Gilson, 2011). A study discusses that advocacy networks concentrate on distributing information to strengthen advocacy agendas and secure negotiations, such as those related to tropical forest matters (Keck & Sikkink, 1998).

This article offers a new model in the environmental advocacy movement aimed at providing alternative solutions to tackle environmental concerns, especially in promoting environmental consciousness among the youth in Indonesia. Based on the data, the present youth population in Indonesia is 64.16 million. By 2030, they will make up most of the demographic bonus (United Nations Development Programme, 2024). It will increasingly expand the opportunity for Indonesian youth to actively participate in significant matters, such as environmental issues. Consequently, the implementation of an innovative environmental

advocacy model in Indonesia is extremely probable due to the predominant presence of young individuals who will guide its future.

This article presents new models in environmental ethical perspectives and advocacy strategies to analyse a speech using Critical Discourse Analysis (CDA). The research questions of this study are: a) How does the new environmental advocacy model presented by Greta Thunberg's speeches in 2018-2022 been implemented in Indonesia? b) How is the potential for implementation seen in Indonesia?

METHODOLOGY

This research employed a qualitative method. Qualitative study is an approach that explores social issues by analysing aspects including time, location, individuals, and the specific phenomenon being studied (Satori & Komariah, 2017). Further, this study utilised a library study approach to gather data. The literature sources utilised are comprise of books, journal articles pertaining to research issues, and related resources (Creswell, 2016). Literature sources are used to examine how previous research relates to topics pertinent to this piece and to strengthen findings, such as the utilisation of speech in advocacy, contemporary environmental concerns, and similar subjects. During the data processing stage, the sources are analysed using NVivo 12 software, which facilitates the extraction of the main concepts from various literary sources for the authors.

The speech video was obtained from YouTube. The video was released between 2018 and 2022. The author extensively researched popular videos, leading to a wide viewership and the recognition of 11 videos listed below in Table 3. For the practical procedure, they are consisting of: a) The video search was conducted utilising the primary term 'Greta Thunberg's speech'. b) When conducting a video search, the author specifically applies a setting that limits the results to videos created between the years 2018 and 2022, focusing solely on this period. The author intentionally omits setting of the other aspects, such as time and source, to maximise the inclusion of as much source material as possible. c) The primary determinant for selecting a video is the language employed by Greta Thunberg in her speech advocating for environmental concerns. The author's primary focus is to convey ideas using an engaging language style. This is based on the concept that employing persuasive speech as a new approach model will effectively promote environmental advocacy. d) The author transcribed the audio from the video into text and then transformed it into a PDF file using the website anthiago.com. The PDF file is used for speech analysis in NVivo. The author imports the PDF file into NVivo for analysis according to their needs (see Figure 2 for the analytical flow chart).
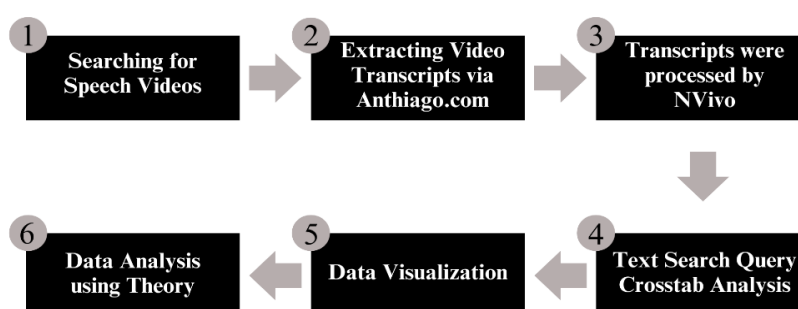

Figure 2. Flow Chart of Analysis Process
Source: Data Processed by Author (2024)

The author employs NVivo 12 software for data analysis and visualisation. NVivo is a software created for analysing qualitative data utilising techniques such as codification and examination with the use of 'nodes' and 'cases' (Wong, 2008). This study utilises NVivo to provide various data outputs, such as word tree and crosstab analysis. The author analysed the data results and addressed the research topic by applying the theory. The author utilises codification techniques involving 'nodes' and 'cases' to produce Crosstab Analysis data. Nodes are

theoretical ideas utilised as research variables, while cases are data sources that are examined. This article highlights four advocacy strategies represented by Nodes, with Greta Thunberg as the main subject or Cases. The results of these methods will be examined using Critical Discourse Analysis (CDA). For the detail data of video, see the Table 3.

Critical Discourse Analysis (CDA) is a method that examines a person's speech from a critical thinking perspective and can be classified according to the relevant field of study (Tenorio, 2011). CDA is further supported by a statement affirming its compatibility with a wide-ranging multidisciplinary approach (Van Dijk, 2006). CDA is frequently used in different contexts for interpreting text or visuals (Stephani, 2022). The CDA also aims to evaluate the delivery of the speech to the public (Almawla, 2020). The CDA can also be examined through gestures or physical movements during speech (Gee, 1999). Hence, the Critical Discourse Analysis (CDA) is the appropriate analytical method to examine Greta Thunberg's speech, which serves as the primary data in this research.

Table 3. Detail Information of Speeches Video

Video Title	Source	Length	Main Content
"Greta Thunberg full speech at UN Climate Change COP24 Conference" (2018)	Connect4 Climate	3:29	Greta criticises those who exclusively prioritise the economic sector, neglecting its environmental ramifications.
"School strike for climate - save the world by changing the rules	Greta Thunberg	TEDxStockholm" (2018)	TEDx Talks	11:10	Greta raised concerns about the long-term viability of unrestricted utilisation of fossil resources.
"WATCH: Greta Thunberg's full speech to world leaders at UN Climate Action Summit" (2019)	PBS NewsHour	5:19	Greta expressed her empathy for the enduring societal pain caused by the economic sector's destruction of the biosphere.
"Greta Thunberg's speech at UN climate change conference" (2019)	Channel 4 News	8:19	Greta urges stakeholders to experience a sense of urgency when addressing environmental issues.
"You're acting like spoiled irresponsible children" - Speech by Greta Thunberg, climate activist" (2019)	European Economic and Social Committee	10:03	Greta criticised global leaders for losing valuable time and worsening environmental degradation.
"Greta Thunberg speech in Assemblée Nationale" (2019)	Greta Thunberg	12:15	Greta emphasised the importance of surpassing zero emissions goals in both wealthy and developing nations to have a high quality of life.
"Greta Thunberg's emotional speech to EU leaders" (2019)	Guardian News	4:11	Greta emphasised the importance of stakeholders paying attention to the perspectives of scientists and the voices of young people.
"Watch: Greta Thunberg makes powerful climate change speech in London" (2019)	euronews	2:05	Greta criticised stakeholders who failed to take tangible measures in tackling the environmental crisis.
"Greta Thunberg's speech at UK climate strike" (2020)	Channel 4 News	4:33	Greta emphasises to stakeholders that the youth will not stay quiet and will persist in being agents for change.
"Greta Thunberg's Full Keynote Speech at Youth4Climate Pre-COP26	Doha Debates" (2021)	Doha Debates	7:35	Greta mocked stakeholders using unique language approaches, such as the phrase "Blah, blah, Blah," to denounce measures that were just nonsensical.
"Greta Thunberg's Glastonbury Speech" (2022)	Waterstones	10:10	Greta highlights the importance of placing society and environmental sustainability above profit and greed for all parties involved.

Source: Data Processed by Author (2024)

RESULTS AND DISCUSSION
The study's findings resulted from data analysis conducted with NVivo 12. The analysis utilised transcripts of translated text from video speeches, which were examined separately. This section is confined to displaying the data resulting from the outputs of data processing generated by the software. The results of data processing are shown using word tree and crosstab analysis.

Analysing the substance of Greta Thunberg's speech using Word Tree data
A word tree data visualisation displays the main idea of Greta's speech. The author identifies four important word tree data subjects relating to each advocacy strategy mentioned. The four terms specified are 'emissions', 'children', 'blah', and 'action'. Each piece of data will be given sequentially below.
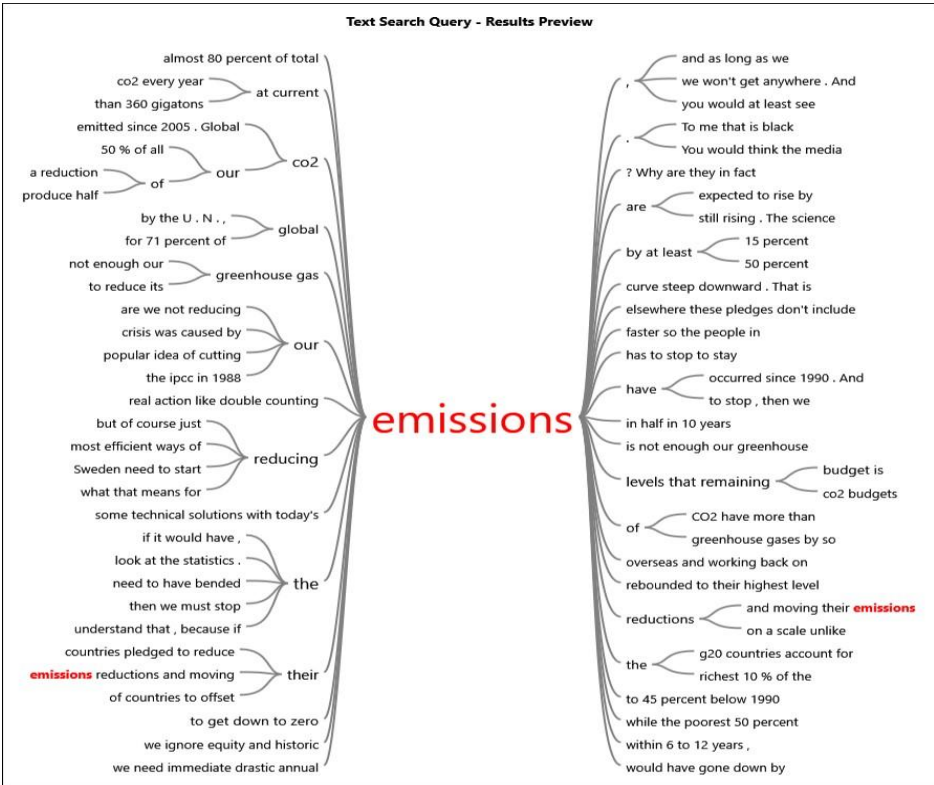
Figure 3. Word Tree data on the word 'emissions'
Source: Data Processed by Author (2024)

Figure 3 shows a word tree data visualisation of the word 'emissions', showing Greta's goal of providing comprehensive information on current emissions. Greta discussed global emission concerns in her speech, highlighting that carbon dioxide emissions account for around 71% of the overall emissions, which have reached around 360 gigatons worldwide, leading to significant climate impacts. Greta advocates for significant measures to reduce emissions, urging action from states like Sweden or a collective effort from the global community.
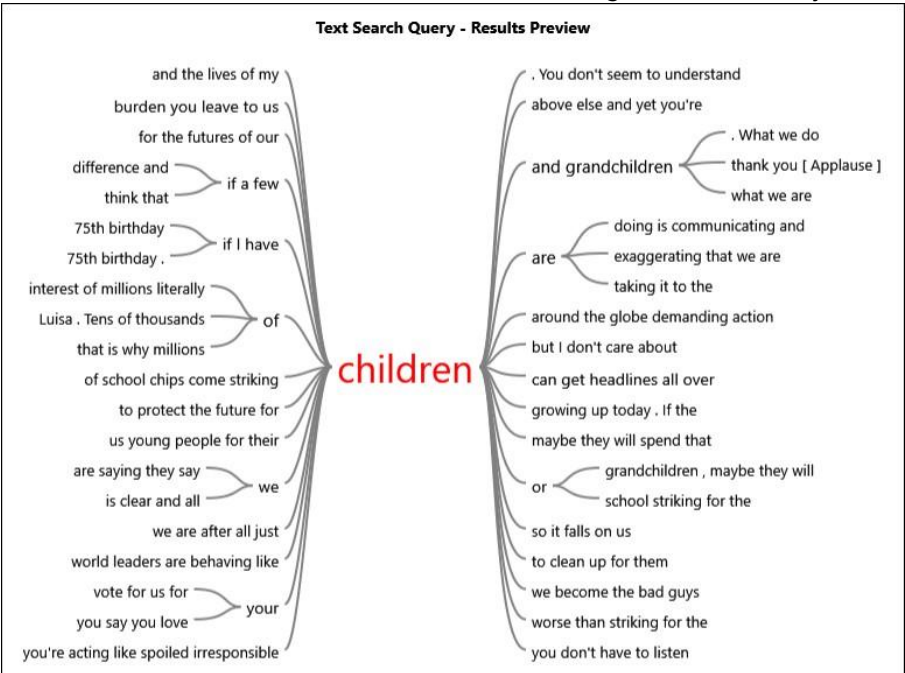

Figure 4. Word Tree data on the word 'children'
Source: Data Processed by Author (2024)

Figure 4 shows a word tree data visualisation of the word 'children', indicating that Greta Thunberg highlighted the importance of young individuals in her speech, specifically children and adolescents. Greta expressed concern about the future of the next generation being jeopardised by an irresponsible global government that is damaging the environment. She also stated that the world's young people have demanded tangible action from the current stakeholders in global governance.
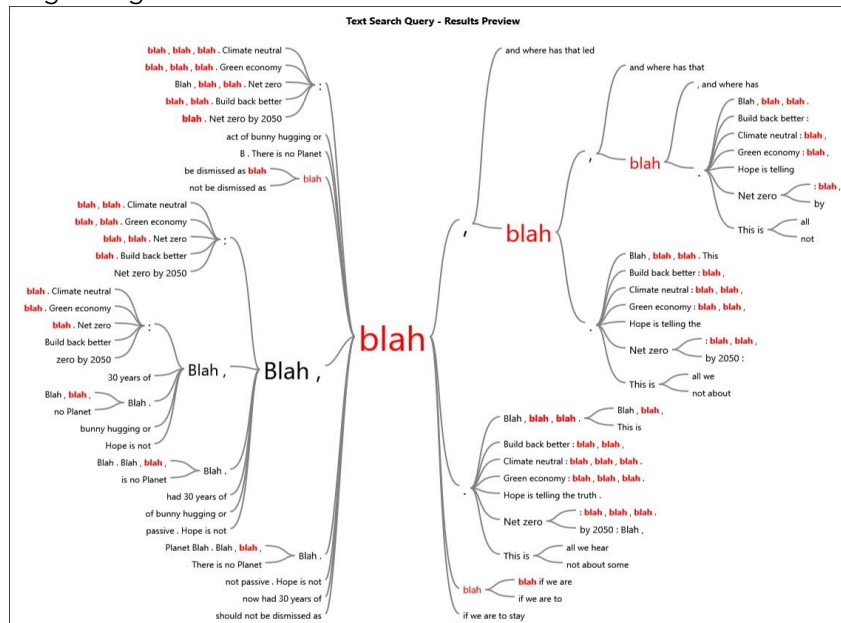

Figure 5. Word Tree data on the word 'blah'
Source: Data Processed by Author (2024)

Figure 5 shows a data visualisation showing Greta Thunberg's criticism of environmental harm caused by stakeholders not adhering to existing policies, using the metaphorical word 'blah'. The author used the word 'blah' because it effectively conveyed Greta's critique in an appealing manner. The world implements many stakeholder programmes such as 'Climate Neutral', 'Green Economy', 'Build Back Better', and 'Net Zero by 2050'.
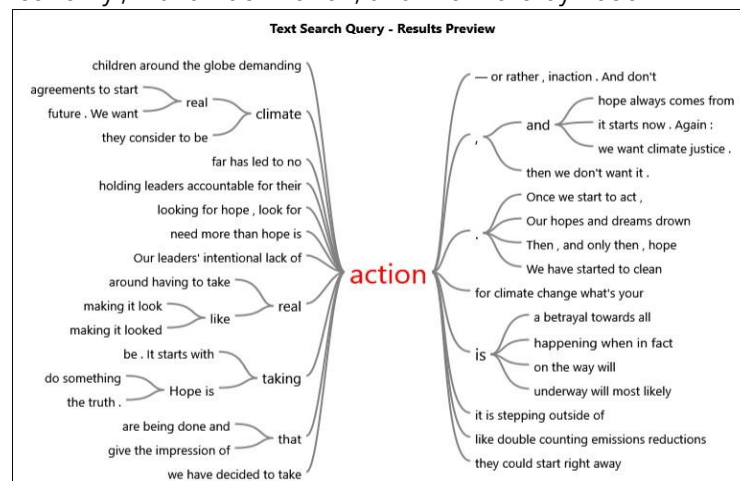

Figure 6. Word Tree data on the word 'action'
Source: Data Processed by Author (2024)

Greta Thunberg emphasised the need of governments and young people globally taking concrete steps, as demonstrated in the word tree data visualisation of the word 'action' in Figure 6. She also condemned the country's officials for their lack of decisive moves in addressing environmental damage. She stressed the need for concrete steps like reducing emissions to address environmental damage and inspire hope for the future, alongside criticism.

Advocacy strategy in Greta Thunberg's speech

Crosstab analysis integrates data by categorising information into 'nodes' and 'cases'. Nodes and cases are vital components in the coding process in NVivo 12 for analysing existing data. Greta Thunberg's speech incorporates the advocacy strategies of Keck and Sikkink, which include information politics, symbolic politics, leverage politics, and accountability politics. Greta Thunberg is referred to as an orator.
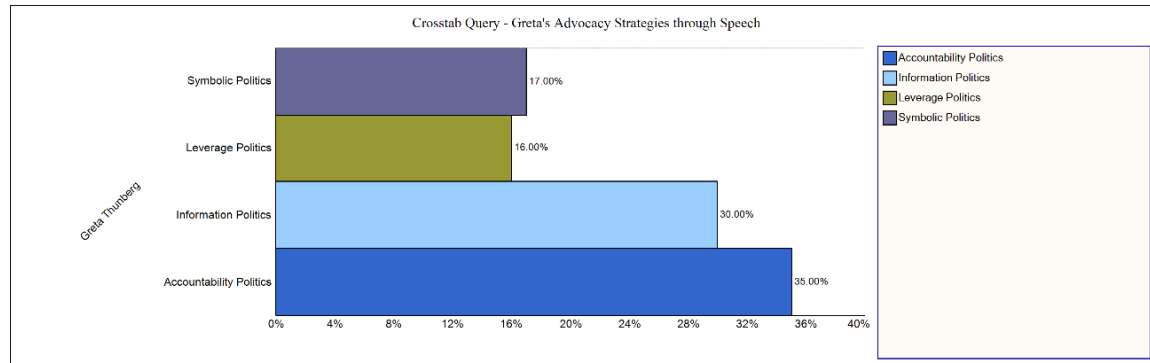

Figure 7. Crosstab Analysis data
Source: Data Processed by Author (2024)

Figure 7's data visualisation shows that Greta's main strategy in her speech is accountability politics, representing 35%. Greta's speech primarily emphasises the importance of holding stakeholders accountable. Greta openly criticised world leaders in all her remarks. Table 4 has remarks that reflect Greta's strong disapproval of stakeholders.

Table 4. A quote from Greta Thunberg's criticism in her speech

No.	Conference/ Demonstration	Excerpt/Quote
1.	COP24 in Poland (2018)	*"You only speak of the green eternal economic growth, because you are too scared of being unpopular. You only talk about moving forward with the same bad ideas that got us into this mess. Even when the only sensible thing to do is pull the emergency brake."*
2.	TED x Stockholm (2018)	*"If burning fossil fuels was so bad that it threatened our very existence, how could we just continue like before? Why were there no restrictions? Why wasn't it made illegal? To me, that did not add up."*
3.	UN Climate Summit in New York (2019)	*"People are suffering. People are dying. Entire ecosystems are collapsing. We are in the beginning of a mass extinction, and all you can talk about is money and fairytales of eternal economic growth. How dare you!"*
4.	COP25 in Madrid (2019)	*"So please tell me, how do you react to these numbers without feeling at least some level of panic? How do you respond to the facts that basically nothing is being done about this without feeling the slightest bits of anger? And how do you communicate this without sounding alarmist?"*
5.	Civil Society for rEUnaissance in Brussels (2019)	*"You can't just sit around waiting for hope to come, then you're acting like spoiled irresponsible children. You don't seem to understand that hope is something you have to earn. And if you still say that we are wasting valuable lesson time then let me remind you that our political leaders have wasted decades through denial and inaction."*
6.	Speech in French Parliament in Paris (2019)	*"…richer countries need to get down to zero emissions faster. So, the people in poorer parts of the world can heighten their standard of living by building some of the infrastructure that we have already built, such as roads, hospitals, electricity, schools, and providing clean drinking water."*
7.	Address in European Parliament in Strasbourg (2019)	*"And it's OK if you refuse to listen to me. I am after all, just a 16-year-old schoolgirl from Sweden. But you cannot ignore the scientists or the science or the millions of school chips coming striking children who are school-striking for the right to a future. I beg you: please do not fail this"*
8.	Marble Arch in London (2019)	*"…it's almost the same problem as here, as everywhere. That nothing is being done to stop the climates and ecological crisis, despite all the beautiful words and promises."*
9.	Climate Strike in Bristol (2020)	*"We are being betrayed by those in power, and they are failing us, but we will not back down. And if you feel threatened by that, then I have some very bad news for you. We will not be silenced because we are the change and change is coming whether you like it or not."*
10.	Youth4Climate pre-COP26 (2021)	*"There is no Planet B. There is no Planet Blah. Blah, blah, blah. Blah, blah, blah. This is not about some expensive politically correct **green act** of bunny hugging or blah, blah, blah. **Build back better**: blah, blah, blah. **Green economy**: blah, blah, blah. **Net zero by 2050**: Blah, blah, blah. Net zero by 2050: Blah, blah, blah. Net zero: blah, blah, blah. **Climate neutral**: blah, blah, blah."*
11.	Glastonbury Festival (2022)	*"And no, unfortunately, this is not the new normal. This crisis will continue to get worse until we manage to hold the constant destruction of our life supporting systems. Until we prioritise people and the planets over profit and greed, we will not be able to adapt to this"*

Source: Data Processed by Author (2024)

World Leaders' Response to Greta Thunberg
Greta Thunberg's delivery of a new advocacy model prompted diverse reactions from global stakeholders, including leaders of the country. The world leaders that responded were Donald Trump, Vladimir Putin, and Scott Morrison. The responses are expressed either via social media posts or in actual implementation.

Tweet War of Donald Trump vs Greta Thunberg
While on duty as the President of the United States, Donald Trump responded to Greta's speech on Twitter. Trump implied in his tweet that Greta should manage her anger and stay calm in the current situation. Trump replied to Greta's criticism over world leaders' failure to tackle the climate crisis (Stracqualursi, 2019). Greta engaged into a Twitter fought with Trump when she noticed his comment in her Twitter bio, causing a controversy on the platform (Figure 8).

Figure 8. Tweet War between Donald Trump and Greta Thunberg (1)
Source: (fox10phoenix.com)

The dispute remained after Greta's tweet criticised Trump's remarks (see to Figure 9 below). Greta admonished Trump on Twitter by quoting his own remarks and recommended that he manage his anger and remain composed (Luscombe, 2020). The feud between the two individuals is escalating and has grown into a public confrontation (Figure 9).

Figure 9. Tweet War between Donald Trump and Greta Thunberg (2)
Source: (mothership.sg)

Greta's Outrage towards Vladimir Putin
In 2019, Russian President Vladimir Putin responded at an energy forum in Moscow, while Donald Trump replied on Twitter. Putin responded that Greta lacks an understanding of the complexities of today's global situation. Putin highlights the complexity by contrasting the differences in welfare between Sweden (Greta's home country) and countries in Africa or Asia (Soldatkin & Zhdannikov, 2019).

Putin acknowledged his belief in Greta's sincerity and generosity, highlighting that older generations will always aim to protect young people from difficult circumstances. Greta countered Putin's accusations by citing words in her Twitter biography. The text was crafted using Putin's remarks about himself (The Moscow Times, 2019). It is shown in Figure 10 below.

Figure 10. Greta Thunberg's outrage over Vladimir Putin's statement
Source: (newsweek.com)

Scott Morrison's Response
Greta Thunberg's speech prompted reactions from regions outside of the Western world, including Australia. The response came from Scott Morrison, the Prime Minister of Australia at the time. Morrison said that the environmental concerns raised by young people like Greta were completely unnecessary (Murphy K. , 2019). Morrison emphasised his hope for all children and adolescents in Australia to have an optimistic outlook on their future, particularly about the environment in their country.

Scott Morrison's response converted into concrete action as he engaged young teenager Jack Berne, representing the government's dedication to the well-being of farmers (Patrick, 2019). As a teenager, Berne initiated the 'Fiver for a Farmer' initiative to support Australian farmers. Morrison invited Berne, the Deputy Prime Minister, the Minister of Agriculture, and the Minister of Water Resources to visit the Dalby, Queensland agricultural area portrayed in Figure 11.

Figure 11. Jack Berne, Scott Morrison and Minister of Water Resources in Dalby, Queensland
Source: (afr.com)

New Model of Advocacy in Environmental Advocacy
Greta Thunberg's speeches from 2018 to 2022 emphasise the environmental concerns of young people, especially teenagers, over damage to the environment. As a result, young people engaged in environmental advocacy. Greta and the global youth network's efforts represent an

uncommon movement with an open opposing method that utilises a new advocacy model different from older generations (Holmberg & Alvinius, 2020). The data above reveals as evidence of the actualisation of a new advocacy model.

Greta utilises all advocacy strategies in her speech. Greta implemented an information politics strategy by disseminating detailed knowledge to the public about environmental issues like rising emissions and notable human extinctions, as well as their global consequences. Greta's involvement in information politics is evident through the analysis of word tree data associated with the term "emissions," showing that she provides both critique and provides information to the audience in her speeches. The author's analysis indicates that providing comprehensive information about environmental issues is causing a rise in public awareness of environmental problems. When the audience is well-informed, they will recognise the significance of environmental issues in campaigns.

She is symbolised by the word tree data related to the term 'children' in her speech as part of symbolic politics strategy. Greta is passionately fighting for children and adolescents concerned about environmental damage that could threaten their future. Greta, representing the youth, had a substantial impact that led to a concrete movement after her speech. The 'Greta Effect' has led to the emergence of youth activist networks worldwide, supported by widespread attention in mainstream media. The media has a vital role in bridging society, science, and politicians (Penz, 2022). Greta successfully established a youth advocacy network concerned to environmental issues, evidenced by the formation of campaigns like as School Strike for Climate and #FFF that have gained support in other nations (Marquardt, 2020).

The emergence of the School Strike for Climate movement and the #FFF campaign shows the growing awareness of the environment among young people in a collective movement. Street demonstrations are symbolic political strategies used to attract attention to environmental issues. Greta engaged in two demonstrations, specifically the 'Marble Arch' and the 'Climate Strike', confirming that she was engaged. The problems are strongly connected to the feeling of despair resulting from environmental damage, leading to social action (Marquardt, 2020). The author's analysis reveals that Greta's statements during the demonstration encouraged the expansion of environmental advocacy networks among young people.

Greta utilised leverage politics strategy to enhance global youth awareness through her remarkable speech. This research shows that Greta effectively utilises the metaphorical term 'blah' to grab the world's attention, especially among young people, and inspire them to become more aware and engaged in tackling environmental problems. Young people around the world are increasing their awareness through the fascinating variety of words provided in the dictionary. Confirmation is provided by an analysis of the word tree data for the term 'blah', revealing Greta's strong emphasis on criticism and the ability of environmental issues to capture public interest. Greta Thunberg uses the term 'blah' as a weapon to criticise stakeholders in a metaphorical style. Greta provided both harsh criticism and potential solutions for stakeholders to consider.

The strategy of accountability politics is evident in the word tree data for the term 'action'. Greta reprimanded the stakeholders for their lack of progress and ineffective results in implementing their intended programmes. She emphasised the importance of stakeholders being accountable and immediately addressing environmental damage. Greta not only criticises a policy, but also believes it unattainable. Greta sees programmes such as Climate Neutral, Net Zero by 2050, Build Back Better, and transitioning to a Green Economy as nonsensical.

Based on the author's analysis, Greta used the critique to urge stakeholders to acknowledge their responsibilities and take action to minimise environmental damage. Giving straightforward criticism to stakeholders significantly affects their attention on the goals of the youth activist movement (Corrias, 2023). The crosstab analysis data indicates that Greta's main concern is on ensuring stakeholders are held accountable.

Table 2 clearly shows that in the eleven speeches, Greta has been strongly critical of ongoing environmental problems. Greta's efforts not only bring attention to environmental issues and engage stakeholders but also underscore possible solutions that can be implemented by stakeholders and young individuals. Popular world leaders including Donald Trump, Vladimir Putin, and Scott Morrison acknowledged Greta's ability to capture their attention through their comments. Morrison employed children's figures in his work visits. The author's analysis indicates that world leaders acknowledging the aspirations of young people

will have a substantial positive effect on the global environmental advocacy movement, facilitating the influence on environmental policy at both global and local levels.

Greta Thunberg's campaign is rooted in environmental ethics, as shown in the analysis. Environmental ethics examines how humans express their moral values in relation to the environment (Nalukenge, 2009). Environmental ethics also address the exploitation of nature by industrial sectors (Callicott & Frodeman, 2009). Greta's speech exemplifies the application of environmental ethics in advocacy. Greta turned her main attention to environmental ethics in her speech, when she discussed the environmental issues arising from the growth of fossil fuel companies such as coal. Greta emphasised that the ongoing environmental catastrophe persists and pointed out the resulting issues. The author's analysis shows that Greta's campaigning is grounded in the tactics of both Keck and Sikkink, as well as environmental ethics.

Lesson for Environmental Advocacy in Indonesian

Greta's new campaign approach could serve as a new strategy for the environmental movement in Indonesia. Even though Indonesia has a large number of young people, they have not emerged as an influential group in the environmental movement. Youth movements can be initiated by both non-governmental organisations (NGOs) and people who get together and form a cohesive group, as shown by the author's analysis. Young influencers such as 'Greenfluencers' with a large social media following can greatly impact environmental advocacy by raising conversations about preservation of the environment, especially among young people. This will have an advantageous effect on the environmental advocacy movement in Indonesia.

As previously stated, the youth in Indonesia possess significant potential, both in terms of population size and their involvement in environmental issues. The substantial demographic growth of young individuals in Indonesia will provide enough opportunities for Indonesian youth to actively participate in environmental advocacy, including the formulation of environmental policies. The prevalence of young actors such as Swietenia can be further enhanced by empowering the youth in Indonesia. One effective method of empowerment is through the implementation of a continually evolving advocacy model. Furthermore, as media and technology continue to progress, coupled with the proficiency of young individuals in using these tools, the development of innovative advocacy methods will become increasingly accessible. This research suggests a new model for environmental campaigning in Indonesia. The exemplification of such advocacy can be seen in Figure 12 below.
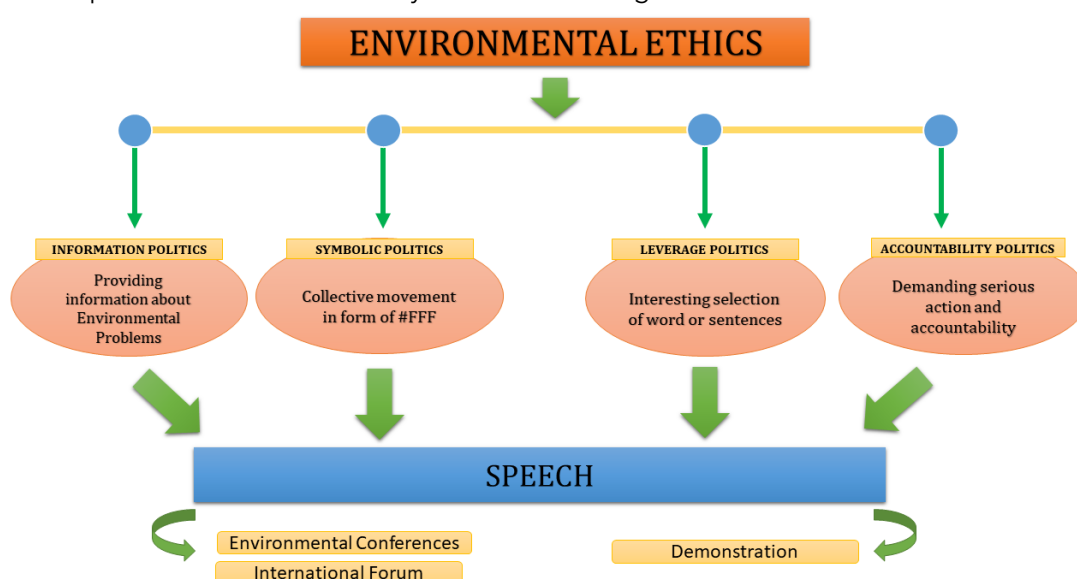

Figure 12. New Advocacy Model based on Greta Thunberg's Action
Source: Data Processed by Author (2024)

Figure 12 above demonstrates that Greta Thunberg's campaign is rooted in environmental ethics. Her concern about environmental devastation caused by large

corporations and the shortcomings of programmes inspired her to campaign for the issue in an unconventional way. Youth may improve environmental advocacy by using new approaches including information politics, clear symbolic stances, selecting attractive dictionaries, and holding themselves accountable. Young people in Indonesia could benefit from adopting Greta Thunberg's advocacy approach and leveraging technological advances to improve the effects of their advocacy efforts.

Based on authors' analysis as well from Greta Thunberg's efforts, utilising speeches is an innovative and creative strategy to promote and encourage the environmental campaigns. Considering the fact that the media has played a significant role in environmental communication, it can be inferred that the use of voice as a tool is also a component of that development. Previous research has demonstrated that Greta's speech enhances the dynamism of online discussions on social media platforms such as Twitter (X). According to a study, the discussion about environmental issues in Italy on Twitter grew more active and lively following the emergence of Greta's presence (Bruno, Scannapieco, Catanese, & Valentino, 2023). This instance demonstrates that instruments such as speeches can serve as a catalyst for the exchange of information regarding environmental issues, and ultimately contribute to its advancement in terms of advocacy and knowledge networks, particularly in motivating young individuals. One observable piece of evidence is the rise of the 'Friday For Future campaign' (#FFF), which was inspired by Greta's activities (Fridays For Future, 2024).

CONCLUSION

This research reveals the importance of environmental advocating in increasing public awareness of the dangers of environmental damage. It is essential to promote environmental ethics to raise public awareness and improve stakeholder accountability to support global environmental conservation initiatives by the involvement of youth actors.

Based on the analysis from the perspective of advocacy strategy by Keck and Sikkink, it's evident that Greta Thunberg showed outstanding advocacy ability. Greta's speech is comprehensive as it addresses environmental damage with a detail current information regarding the problems (information politics), make the establishment of 'Greta Effect' as the symbol of her speech impact to the advancement of the movement (symbolic politics), motivates young people through the #FridayForFuture movement by using engaging terminology to attract public attention to environmental policy such as 'blah' (leverage politics), and urges world leaders to react and implement quick actions (accountability politics). Greta Thunberg's advocacy strategies, utilising speeches, is seen as a creative type of campaigning likely to be embraced by young individuals.

The authors highly suggest the adoption of this new advocacy model by environmental advocacy movements in various countries, especially in Indonesia, to improve the practical influence on the sustainability of the environmental movement. Nevertheless, this study has numerous imperfections that warrant further investigation in the future, particularly with regards to the implementation of this approach within the environmental advocacy movement in Indonesia.

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