

ENVIRONMENTAL COMMUNICATION ON INSTAGRAM OF DKI JAKARTA ENVIRONMENTAL AGENCY (DINAS LINGKUNGAN HIDUP DKI JAKARTA)

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Abstract

The research objective is to find out how the environmental communication is applied on the Instagram account of DLH DKI Jakarta. Jakarta faces various environmental problems such as air pollution, flooding, and suboptimal waste management. The DKI Jakarta Environmental Agency (DLH) as a government institution utilizes Instagram as a medium to disseminate information and raise public awareness about environmental issues. This study aims to explore how environmental communication is conducted by DLH DKI Jakarta through Instagram in addressing environmental problems. The research uses a qualitative approach with an instrumental case study type and constructivist paradigm. Data were collected through in-depth interviews, observation, and documentation. The analysis refers to Foulger (2004) Ecological Model of the Communication Process, which includes elements such as message creators, media, language, audience feedback, and the relationship between sender and receiver. The findings show that DLH DKI Jakarta applies a structured and adaptive communication strategy through visual and educational content, with two-way interaction between the agency and the public. The study concludes that social media, especially Instagram, can serve a communication tool to build public awareness and participation in environmental issues.

Keywords: Environmental communication, Instagram, Environmental Agency, Jakarta, Social Media

I. INTRODUCTION

Environmental problems in big cities like Jakarta are becoming increasingly complex and urgent issues. Air pollution, seasonal flooding, and increased waste volume show that there is still low public awareness and participation in preserving the environment. Based on data from TomTom Traffic Index (2023), Jakarta ranks as the 30th most congested city in the world, where the transportation sector contributes 67.04% to air pollution. In addition, in 2023, the amount of waste generated reached 3.14 million tons, an increase from the previous year (Waluyo, 2024).

DKI Jakarta Environmental Agency (DLH DKI Jakarta) as a government agency responsible for environmental management, not only runs direct programs such as TPS 3R and the ban on single-use plastic bags, but also utilizes social media, especially Instagram, as a means of environmental communication. Instagram is a strategic media because it is able to reach the wider community, especially the younger generation who are active in the digital world.

This research departs from the importance of understanding how environmental communication is carried out through digital platforms by government agencies. Researchers use the Ecological Model of the Communication Process (Foulger, 2004) to analyze the interaction between message creators (DLH DKI Jakarta), media, language, audience response, and the relationship between message creators and recipients. This research aims to find out how DLH DKI Jakarta conveys environmental messages through Instagram, and to what extent the communication is able to increase public awareness and participation.

II. LITERATURE REVIEW

A. Communication

Communication comes from the Latin word *communicare* which means “to share” or “to make common”. In the context of communication science, communication is understood as the process of conveying messages from one party to another through symbols that have meaning. Purba et al. (2020) explain that communication is a process of interaction between humans to convey and receive messages to build mutual understanding.

Communication is divided into two main forms: verbal and nonverbal. Verbal communication includes spoken and written communication, while nonverbal communication includes facial expressions, voice intonation, body movements, and eye contact (Purba et al., 2020). Both are used simultaneously in everyday life to increase the message delivery.

In its implementation, communication is divided into primary and secondary processes. The primary process is direct communication using symbols, while the secondary process involves media such as television, radio, newspapers, or social media to reach a wider audience (Purba et al., 2020).

B. Environment

The environment generally refers to everything around living things that can affect their lives. Sembel (2015) states that the environment is not only limited to physical aspects, but also includes social, cultural and economic factors that shape human life.

The environment consists of two main components, namely biotic and abiotic. Biotic components include all living things such as humans, animals, and plants, while abiotic components include non-living elements such as air, water, soil, and climate (Kadarisman, 2019). Both interact with each other and form the balance of the ecosystem.

Furthermore, Sembel (2015) also differentiates the environment into the natural environment (such as forests and rivers) and the artificial environment (such as buildings and cities), where both interact with each other and affect the quality of human life and ecosystems.

C. Environmental Communication

Environmental communication is a branch of communication science that focuses on how humans interact and convey messages about environmental issues. According to Pezzulo & Cox (2018), environmental communication has two main functions, namely pragmatic and constitutive. The pragmatic function involves conveying, persuading, or calling audiences to action through informative and educational messages. Meanwhile, the constitutive function plays a role in shaping meanings, values, and relationships between humans and nature.

Wahyudin et al. (2024) emphasized that environmental communication does not only function to convey messages, but also as a symbolic form of human interaction with nature. By understanding the symbols and messages that exist in environmental phenomena, people are expected to be able to take concrete actions in preserving nature.

In practice, environmental communication is carried out through various forms such as campaigns, social media, seminars, counseling, and government regulations. The goal is to build awareness, encourage participation, and influence public policy in favor of environmental sustainability.

D. Ecological Model of the Communication Process

The ecological communication model developed by Foulger (2004) provides a new perspective in understanding communication processes that are dynamic and interactive. In this model, communication does not only occur in one direction from the sender to the receiver, but involves repeated interactions between the creator of the message (creator) and the receiver of the message (consumer), where each party can exchange roles.

Foulger (2004) explains that the communication process consists of several elements, namely: (1) creators as parties who create and convey messages; (2) messages or the content of messages conveyed; (3) language as a symbol system used to convey messages; (4) media as a channel for delivering messages; (5) feedback as a response from recipients to messages; and (6) perspectives and relationships that reflect the understanding and closeness between communicating parties. This model emphasizes the importance of context and the dynamics of the relationship between message creators and recipients, especially in interactive digital environments such as social media.

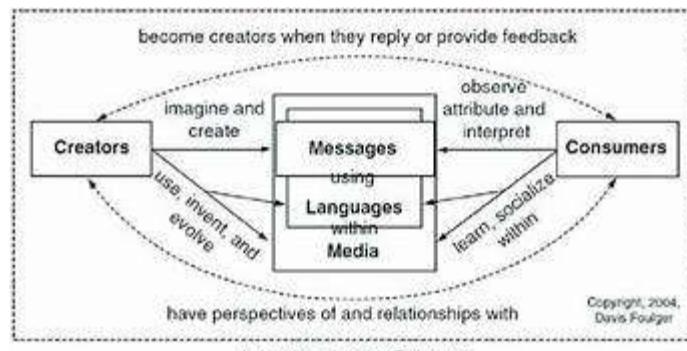


Figure 1 Ecological Communication Model
(Foulger 2004)

E. Governmental Organization for Environmental Management

The government has a central role in environmental management, especially in creating sustainable policies, regulations, and strategic programs. At the local level, DLH DKI Jakarta is the agency responsible for implementing environmental management based on established regulations. In the context of DKI Jakarta Province, DLH DKI Jakarta has the main task in dealing with issues such as air pollution, waste management, and flood control.

DLH DKI Jakarta carries out its functions not only through technical and operational policies, but also through educative and participatory approaches to the community. Programs such as the establishment of the Air Pollution Control Task Force, TPS 3R, and the ban on single-use plastic bags are concrete examples of environment-based policies that also involve local communities. According to DKI Jakarta Governor Regulation Number 57 Year (2022), DLH has the authority in government affairs in the field of environment and waste sub-management as part of integrated environmental governance efforts.

More than just a technical institution, DLH is also transforming into an active public communication actor, one of which is through the use of social media. This effort is in line with the ecological communication model, where interactions between government and society are carried out in two directions to build relationships, trust, and behavior change. In this context, DLH DKI Jakarta not only conveys messages, but also seeks to create dialog and constructive public engagement on environmental issues.

F. Social Media

Social media is a digital platform that allows users to share information, interact, and form social networks online. Iksan et al. (2024) stated that social media has an important role in building public communication because of its ability to disseminate information quickly and reach a large audience.

Kurniawan & Rofiki (2024) added that social media not only functions as a personal communication tool, but also as a means of education, campaigning, and mass mobilization, including in environmental issues. One of the advantages of social media is its participatory nature, where users are not only recipients of messages but can also act as content creators.

G. Instagram

Instagram is one of the most popular visual-based social media, especially among the younger generation. With features such as photo uploads, videos, stories, and live broadcasts, Instagram is an effective platform in delivering educational messages in an interesting and interactive way (Statista, 2021).

In the context of environmental communication, Instagram is used by various agencies, including DLH DKI Jakarta, to convey information about programs, environmental education, and invitations to participate in environmentally friendly activities. The use of hashtags, infographics, and other visual content allows environmental messages to be more easily received and understood by the wider community.

III. RESEARCH METHODS

This research uses a qualitative approach with a type of study that allows researchers to understand in depth how environmental communication is carried out by DLH DKI Jakarta through Instagram social media. The purpose of this approach is to explore the communication process in a particular context of public concern.

The paradigm used is constructivism, where reality is seen as the result of social construction through interactions between individuals and the surrounding environment. Thus, this research seeks to understand the meaning of environmental communication based on the experiences and interpretations of the actors involved, both from the agency and the audience.

The research subject in this study is environmental communication activities carried out by DLH DKI Jakarta through their official Instagram account, while the research object is all content and interactions contained in DLH DKI Jakarta's Instagram account related to environmental issues.

The unit of analysis in this research refers to the Ecological Model of the Communication Process by Davis Foulger (2004), which includes seven main elements, namely:

Table 1 Research Analytical unit

Theory	Analytical Unit	Definition
Ecological Model of the Communication Process (Foulger, 2004)	Creators	Message maker
	Messages	Message content
	Language	Form or symbol of delivery
	Media	Communication channel
	Reply or Feedback	Audience response
	Perspectives of and relationships with	The relationship between the creator and the recipient of the message
	Consumers	Message recipients

(Gathered by Researcher 2024)

To obtain comprehensive and in-depth data, this study used three main data collection techniques: in-depth interviews, observation, and documentation. These three techniques were chosen to complement each other, and support the principle of triangulation in qualitative research so that the data obtained is valid and reliable.

Table 2 Informant Criteria

No	Type of informant	Criteria	Role
1	Key Informant 1	<ul style="list-style-type: none"> Working at DLH DKI Jakarta, specifically in the management of Instagram social media As the person in charge of managing DLH DKI Jakarta's social media Understand the communication strategy implemented through Instagram and how the posted content contributes to environmental awareness 	Head of Sub Group of Counseling and Public Relations DLH DKI Jakarta: The main source of information regarding the communication strategy implemented on Instagram
2	Key Informant 2	<ul style="list-style-type: none"> Working at DLH DKI Jakarta, specifically in the management of Instagram social media Understand the communication strategy implemented through Instagram and how the posted content contributes to environmental awareness 	Staff of the Sub Group of Counseling and Public Relations DLH DKI Jakarta: The main source of information regarding perspectives on the creative process in

			content creation (the selection of themes, visual design, and narrative)
3	Supporting Informant 1	<ul style="list-style-type: none"> An active Instagram user who follows DLH DKI Jakarta's Instagram. 	Instagram Followers: Provides audience perspective by explaining how they receive and respond to information from Instagram accounts, as well as the impact of environmental messages on their attitudes and behaviors.
4	Supporting Informant 2	<ul style="list-style-type: none"> An active Instagram user who follows DLH DKI Jakarta's Instagram. 	Instagram Followers: Provides audience perspective by explaining how they receive and respond to information from Instagram accounts, as well as the impact of environmental messages on their attitudes and behaviors.
5	Supporting Informant 3	<ul style="list-style-type: none"> An active Instagram user who follows DLH DKI Jakarta's Instagram. 	Instagram Followers: Provides audience perspective by explaining how they receive and respond to information from Instagram accounts, as well as the impact of environmental messages on their attitudes and behaviors.
6	Supporting Informant 4	<ul style="list-style-type: none"> An active Instagram user who follows DLH DKI Jakarta's Instagram. 	Instagram Followers: Provides audience perspective by explaining how they receive and respond to information from Instagram accounts, as well as the impact of environmental messages on their attitudes and behaviors.
7	Expert Informant	<ul style="list-style-type: none"> Have an educational background and expertise in the field of environmental communication. Able to connect environmental communication theory with practice in the field, especially in the context of social media. 	Communication Science Lecturer: A source of academic knowledge by providing critical analysis of the communication strategies used, explaining relevant communication theories, and providing

			recommendations based on previous research.
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(Gathered by researcher 2024)

Data analysis in this study included three main stages:

1. Data Reduction

At this stage, researchers selected and simplified the data obtained from interviews, observations, and documentation. This process involves sorting information based on relevance to research objectives and ecological communication theory units of analysis. Only data that answers the research focus regarding the environmental communication practices of DLH DKI Jakarta through Instagram are retained.

2. Data Presentation

The data that has been reduced is then organized in the form of descriptive narratives and thematic matrices based on the seven elements of Foulger's Ecological Model of the Communication Process. This presentation makes it easier for researchers to identify patterns, relationships, and dynamics in the communication process between DLH DKI Jakarta and the public on Instagram.

3. Conclusion Drawing and Verification

The final stage involves interpreting the meaning of the findings that have been presented. Researchers look for relationships between themes, compare between informants, and relate data to the theory used. Conclusions are not drawn directly, but through a process of reflection and reconfirmation to ensure consistency and credibility of findings.

IV. RESULT AND DISCUSSION

A. Creators

In the Ecological Model of the Communication Process, creators are individuals or groups who create and initiate messages. They act as sources of communication that shape meaning based on their experiences, knowledge, and social environment. Foulger (2004) emphasizes that creators do not work in isolation, but are involved in a communication ecosystem that is influenced by media, institutions, and social and political relations.

In this research, DLH DKI Jakarta, which has the task of organizing government affairs in the environmental sector in accordance with DKI Jakarta Governor Regulation number 57 of (2022), has an attempt to solve environmental problems, one of which is through the use of social media to disseminate information related to environmental messages in DKI Jakarta.

Table 3 Result of Creators

Informant	Statement
Key Informant 1	The content creation process is structured with a complete team by DLH DKI Jakarta
Key Informant 2	Content creation is organized collaboratively between team members in the field of social media management of DLH DKI Jakarta
Supporting Informant 1	DLH DKI Jakarta is able to deliver relevant and targeted messages
Supporting Informant 2	DLH DKI Jakarta communication style suits the young audiences
Supporting Informant 3	DKI Jakarta DLH activities consistently form public awareness
Supporting Informant 4	DLH DKI Jakarta delivers educational and applicative content
Expert Informant	Public institutions have a role as agents of change in public opinion

(Gathered by researcher 2025)

B. Messages

In the Ecological Model of the Communication Process, messages are concrete forms of ideas or ideas that are encoded by the creator of the message into the form of symbols or certain language, so that they can be conveyed through the media and understood by the audience. According to Foulger (2004), messages are the result of the instantiation process, which is the formation of symbolic reality adapted to the social context and the media used. Messages not only convey information, but are also able to shape meaning and encourage interaction.

In the context of this research, the messages conveyed by DLH DKI Jakarta through Instagram contain environmental education, invitations to participate in environmentally friendly programs, and information on policies or activities that are being carried out.

Table 4 Result of Messages

Informant	Statement
Key Informant 1	The messages delivered through the Instagram account cover a variety of themes, such as government policy information, public services, and environmental education.
Key Informant 2	Message use for bridge DLH DKI Jakarta's information as a portion of the government with the public.
Supporting Informant 1	The messages conveyed by DLH are considered relevant, easy to understand, and useful.
Supporting Informant 2	The message from DLH DKI Jakarta touched on actual issues
Supporting Informant 3	Relevant, but still limited in receiving messages for some audiences
Supporting Informant 4	The messages have been very informative and good
Expert Informant	The importance of messages that are not only informative, but also persuasive

(Gathered by researcher 2025)

C. Language

In the Ecological Model of the Communication Process, language refers to the system of symbols used by the creator of a message to convey meaning to the receiver. Language here is not limited to verbal words, but also includes visuals, graphic design, illustrations, to the narrative style and tone used in communication. According to Foulger (2004), the choice of language and symbols affects message can be understood and accepted by the audience because each medium and context has a different way of delivering symbols.

In this context, DLH DKI Jakarta uses language that is easy to understand and provides interesting infographic visuals on Instagram so that people can more easily understand the information being disseminated, especially environmental information.

Table 5 Result of Language

Informant	Statement
Key Informant 1	DLH DKI Jakarta tries to balance the need to maintain institutional credibility and the need to be communicative on social media by using language that is easy for everyone to understand.
Key Informant 2	DLH DKI Jakarta mostly uses casual language to make it easier for the audience to understand.
Supporting Informant 1	The language is easy to understand and informative
Supporting Informant 2	Some are easy to understand and eye catching but some are monotonous and less interesting

Supporting Informant 3	The language is sometimes still too formal, even though if it's made more relaxed or made using the language of young people who are easy to understand it can be easy to understand
Supporting Informant 4	The only weakness in language delivery is in the template, the tone of the color selection is not harmonious in some content, which makes it less eye-catching.
Expert Informant	The use of language must be adapted to the characteristics of the media and audience

(Gathered by researcher 2025)

D. Media

In the Ecological Model of the Communication Process, media is the means or channel used to convey a message from the creator of the message to the audience. Media influences the form of the message and how it is conveyed to the audience (Foulger, 2004). In the digital context, social media is a communication channel that allows for two-way interaction in a fast, flexible and participatory manner.

In this research, Instagram was chosen as the main platform by DLH DKI Jakarta because it is considered in accordance with the media usage trends of urban communities, especially the younger generation who are active users of visual-based social media.

Table 6 Result of Media

Informant	Statement
Key Informant 1	Instagram was chosen for its feature flexibility and high reach potential.
Key Informant 2	Instagram is easy to manage, people also use Instagram easily and Instagram is known for its good visualization and interactive and organic.
Supporting Informant 1	Instagram is a social media with quite a lot of users in Indonesia and Instagram also includes users of various ages so that the information can cover all levels of society in Indonesia.
Supporting Informant 2	Instagram is very suitable because it presents many visual elements and a supportive platform
Supporting Informant 3	Information can spread faster and be easily captured because almost everyone has Instagram.
Supporting Informant 4	Expansion to other platforms is recommended to reach a more varied audience
Expert Informant	Media utilization needs to be adjusted to the characteristics of the platform

(Gathered by researcher 2025)

E. Reply or Feedback

In the Ecological Model of the Communication Process by Foulger (2004), feedback is an important element in maintaining communication continuity. Communication runs smoothly if there is a feedback mechanism that allows the recipient of the message to respond to the creator of the message. Through feedback, the communication process becomes two-way, adaptive, and able to adjust messages to the needs and reactions of the audience.

In the context of environmental communication carried out by DLH DKI Jakarta through Instagram, feedback appears in the form of comments, questions, criticism, or support from followers on uploaded content.

Table 7 Result of Reply and Feedback

Informant	Statement
Key Informant 1	There is a comment handling system that refers to procedures including criticism
Key Informant 2	Many public responses are positive, some responses are also used as an evaluation material

Supporting Informant 1	The admin response is considered quite active in the moment of hot issues
Supporting Informant 2	The admin is very informative in responding to comments
Supporting Informant 3	DLH DKI Jakarta still has limitations in consistency and speed of response
Supporting Informant 4	Audience comments are valued with immediate response
Expert Informant	Feedback serves as data for communication strategy development

(Gathered by researcher 2025)

F. Perspective and Relationship With

In the Ecological Model of the Communication Process, perspectives and relationships refer to the relationships formed between creators and consumers, and how they influence each other in constructing meaning. Foulger (2004) emphasizes that communication does not take place in a vacuum, but rather in an interconnected social network, where social relationships, trust, and emotional involvement become important factors in communication.

The relationship formed between DLH DKI Jakarta and the community through social media is not only about information exchange, but also about building openness, participation, and trust, which are important in shaping sustainable environmental communication.

Table 8 Result of Perspective and Relationship With

Informant	Statement
Key Informant 1	DLH DKI Jakarta builds a conscious two-way relationship
Key Informant 2	Content transparency is used to build public engagement
Supporting Informant 1	Relationship communication creates changes in audience attitudes
Supporting Informant 2	Direct interaction with DKI Jakarta DLH admin on Instagram builds a close relationship
Supporting Informant 3	One-way relationship as it is more about giving information than communicating
Supporting Informant 4	Relationships fluctuate depending on the issues discussed
Expert Informant	Maximizing interactive features can strengthen the bond between the institution and the audience

(Gathered by researcher 2025)

G. Consumers

In the Ecological Model of the Communication Process, consumers are recipients of messages who do not only act as passive objects, but as active actors in interpreting, responding, and even shaping further communication. Foulger (2004) emphasizes that communication consumers are part of an ecological system that influences and is influenced by the media, messages, and social relationships around them. Therefore, the success of a message is highly dependent on understanding the characteristics, needs, and social context of the intended audience.

In this context, DLH DKI Jakarta targets all levels of society in general, without conducting specific segmentation, with the hope that its communication reach is inclusive.

Table 9 Result of Consumers

Informant	Statement
Key Informant 1	DLH DKI Jakarta targets the general public without segmentation restrictions
Key Informant 2	Audience is considered heterogeneous in age and background
Supporting Informant 1	Messages are considered practically relevant on a daily basis
Supporting Informant 2	Feels cognitively and educationally helpful
Supporting Informant 3	Expect more applicable and functional content
Supporting Informant 4	Content impacts awareness and behavior change

Expert Informant	Content customization is considered important to reach various segments of society
(Gathered by researcher 2025)	

The results of this study explain that DLH DKI Jakarta acts as a creator or creator of messages through a social media team consisting of content writers, designers, photographers, and videographers. The findings show that message creation is done collaboratively and based on institutional agendas and actual issues. In accordance with Foulger (2004) theory, creators are in a network of social and institutional interactions that influence how messages are designed. DLH shows that message creators do not work in a vacuum, but in a dynamic ecosystem of organizations and digital media.

The messages delivered by DLH are educative, persuasive, and participatory. Content includes environmental campaigns, invitations to sort waste, and education about emissions. Foulger (2004) states messages as the result of instantiation, which is a form of representation of ideas into a symbolic format that can be transmitted. DLH DKI Jakarta performs instantiation by adjusting messages to contextual issues and public needs.

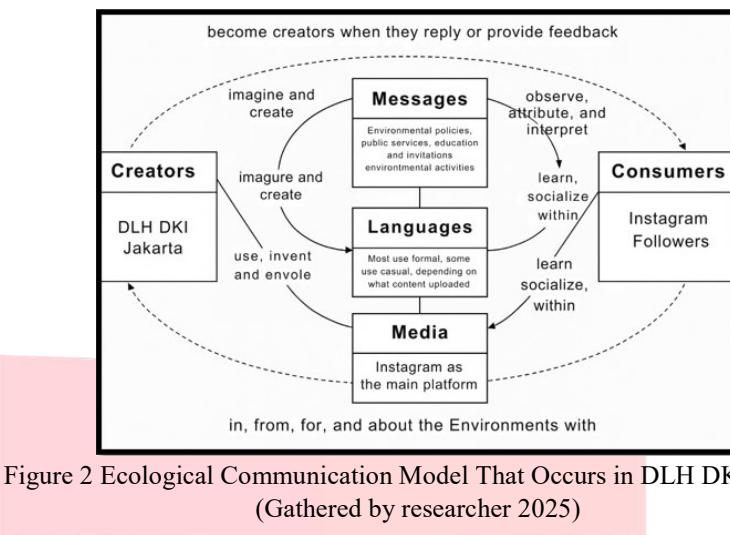
The language and symbols used by DLH DKI Jakarta are light, visual, and communicative. The use of emojis, illustrations, infographics, and a semi-formal style helps reach the younger generation. In ecological communication, language is a symbol system that forms meaning. DLH DKI Jakarta uses visual and verbal symbols that are appropriate to the social media context, showing adaptability in encoding messages.

Instagram was chosen as the main channel because it is visual, popular, and has interactive features. DLH utilizes stories, reels, and comments to build relationships with the public. Foulger (2004) emphasizes that media is part of the communication ecosystem that shapes and limits the way messages are sent. DLH's selection of Instagram shows contextual and strategic media utilization.

DLH DKI Jakarta actively responds to comments, criticisms, and questions from followers, although not evenly. Some viral content generates more interaction than regular content. In Foulger's (2004) model, feedback is an important element in maintaining a healthy communication cycle. DLH DKI Jakarta shows the presence of active feedback, although it needs improvement in the consistency and speed of response.

DLH DKI Jakarta builds open relationships through information transparency, participatory invitations, and responsiveness to comments. However, this relationship is considered uneven and consistent by some audiences. Foulger (2004) states that the relationship between creator and consumer is dynamic and mutually influencing. This relationship is part of a communication network that creates social meanings, values and beliefs.

DLH DKI Jakarta targets the general public without strict segmentation. According to Foulger (2004), consumers are active elements that not only receive, but also interpret and influence subsequent messages. DLH has reached a wide audience, but still needs a segmentation strategy to make communication more targeted. Based on the results and discussion of the research, here is the ecological communication model applied in DLH DKI Jakarta:



This model represents the communication process as a system that is not only one-way, but as a reciprocal interaction in the form of an exchange of meaning between message creators (creators) and message recipients (consumers) who influence each other. In the context of this research, the DKI Jakarta Environmental Agency (DLH) acts as a creator who designs and distributes messages related to environmental issues through their official Instagram account, @dinaslhdki. The messages conveyed include information about environmental policies, public services, education related to environmental awareness, and participatory invitations to the public to get involved in various environmental activities. The messages are packaged in various formats, namely text, images, videos, and infographics designed to be easily understood and able to attract the attention of a wide audience.

Message delivery is carried out through media, namely the Instagram platform, which was chosen as a digital communication channel because it has a wide reach and is interactive. In the delivery process, DLH uses a variety of languages, both formal and casual, which are adjusted to the type and purpose of the uploaded content. The language is not only realized in the form of text in the upload caption, but also through persuasive graphic and audiovisual visual elements to build awareness and increase public participation.

The community or followers of the DLH Instagram account act as consumers who receive, interpret, and respond to the messages conveyed. In practice, audiences not only act as passive recipients of messages, but can also become co-creators when they respond in the form of comments, reshare content, or create new content that is relevant to the environmental issues raised. The response becomes part of the reply or feedback process, a form of feedback that serves as an indicator of the success of communication as well as a basis for evaluation and development of communication strategies in the future.

Furthermore, this model also accommodates aspects of perspectives of and relationships with, which describe the reciprocal relationship between DLH as a message sender and the community as a message receiver. This relationship is built on the basis of trust, information disclosure, and active involvement from both parties. The better the relationship formed, the higher the communication achieved. Conversely, if the relationship is not well established, the communication process will experience obstacles in achieving goals.

Lastly, the communication process in this model is cyclical and adaptive. DLH is not only a party that conveys information, but also carries out a continuous learning process based on the responses given by the community. This encourages adjustments to the content, language, and media used to keep it relevant and impactful. Therefore, the environmental communication process is not a linear process, but a dynamic, interconnected, and evolving ecological communication system.

V.CONCLUSION AND SUGGESTION

A. CONCLUSION

The results showed that DLH DKI Jakarta has carried out the environmental communication process using the Ecological Model of the Communication Process approach by Davis Foulger (2004), although there are still several things that need to be improved so that communication can take place in a more ecological and participatory manner. First, from the aspect of creators, DLH DKI Jakarta's Instagram management team consists of various professional backgrounds who work collaboratively and structured. They understand the importance of creating relevant and strategic content to reach the urban public. Second, in the aspect of messages, DLH conveys various messages related to environmental education, public policy, and calls for participation. These messages are considered quite relevant and informative, but not yet fully segmented according to audience needs. Third, in terms of language, the use of language is quite adaptive between institutional formality and social media communication styles. However, visual consistency and diction selection still need to be improved to be more down-to-earth and attractive to the younger generation. Fourth, in terms of media, the selection of Instagram as the main media is considered appropriate because its visual and interactive characteristics are in line with current public communication needs. However, expansion to other social media such as TikTok can expand audience reach. Fifth, in terms of feedback, DLH has received and responded to comments from the public, but the speed and consistency in responding is still a challenge. Sixth, in the aspect of perspectives and relationships, DLH tries to build open two-way communication with the community. Public participation has begun to grow, but it has not been fully distributed in every uploaded content. Seventh, in terms of consumers, the targeted audience is still general without in-depth segmentation. This makes message delivery less optimal in reaching the specific needs of certain audiences.

B. SUGGESTION

Based on the research that has been conducted, the researcher provides the following suggestions:

a. Practical Suggestion

This research uses a qualitative approach with a focus on the DKI Jakarta DLH Instagram account. Future researchers are advised to expand the object of study, both in terms of other government agencies and different social media platforms, in order to enrich the study of environmental communication in a digital context. Quantitative or mixed approaches can also be used to obtain more varied and in-depth data.

b. Academic Suggestion

DLH DKI Jakarta is advised to conduct more in-depth and strategic audience segmentation. This is important so that the delivery of messages can be more targeted and in accordance with the needs and characteristics of certain community groups. In addition, the expansion of communication media to other platforms such as TikTok should also be considered to reach young audiences who are more active on the platform.

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