

Analyzing Kumparan Green Initiative: A Model Of Digital Environmental Journalism

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Abstract

This paper explores Kumparan Green Initiative as an emerging model of digital environmental journalism in Indonesia. The study examines how Kumparan integrates sustainability communication, storytelling, and audience participation in promoting the Sustainable Development Goals (SDGs). Using qualitative content analysis, this research reviews articles and campaigns published between 2024 and 2025, focusing on narrative techniques, issue framing, and public engagement. The results show that Kumparan initiative adopts a constructive and collaborative approach that enhances public understanding of environmental issues while inspiring behavioral change. This initiative contributes theoretically to the field of environmental communication and practically to the development of media-based sustainability education.

Keywords: Environmental journalism, digital media, Green Initiative, SDGs, sustainability communication

INTRODUCTION

The global media environment has shifted significantly in the digital age, influencing how people understand and respond to environmental issues. As audiences increasingly rely on online platforms for news consumption, digital journalism has become a vital space for communicating sustainability and climate-related topics (Anderson & Hansen, 2021; Doyle, 2020). In Indonesia, despite the rapid growth of online media, environmental coverage often remains limited, fragmented, and event-driven (Susanto, 2021). This challenge has encouraged several digital news organizations to develop specialized programs that merge environmental reporting with education and public engagement.

Kumparan Green Initiative emerged in 2024 as one of Indonesia's first integrated environmental journalism programs within a mainstream digital platform. It functions not only as a news channel but also as a collaborative campaign that connects communities, organizations, and the public in shared efforts to achieve sustainability goals. Similar initiatives worldwide emphasize how digital storytelling can strengthen

environmental literacy and collective responsibility (Gherheș, 2025; Felleman, 2019). By examining this model, the study aims to understand how digital journalism in a developing country context can advance environmental awareness and action.

Environmental journalism serves as a bridge between scientific knowledge and the public sphere (Hansen, 2019). It does not merely describe ecological problems but seeks to motivate solutions and participation a perspective consistent with constructive journalism (McIntyre & Gyldensted, 2018). This research therefore positions the *Kumparan* model within that theoretical framework, focusing on how narratives, audience engagement, and visual communication can contribute to the dissemination of sustainability values.

The guiding research question is: *How does Kumparan Green Initiative contribute to environmental awareness and SDG-based communication through digital journalism?*

METHOD

This research uses a qualitative content analysis approach (Mayring, 2021; Kuckartz & Rädiker, 2023) to analyze selected materials published on the *Kumparan Green Initiative* platform

between 2024 and 2025. The data consist of news articles, video reports, and digital campaigns addressing topics such as waste management, green education, and sustainable consumption. Materials were selected based on their relevance to the SDGs, use of participatory communication, and narrative structure. Each item was examined for how it constructs meaning around environmental issues and how it involves audiences in sustainability discourse. The analysis combines manual interpretation and theory-guided categorization to connect communication patterns with broader principles of environmental journalism and public engagement.

RESULT AND DISCUSSION

The findings reveal that Kumparan Green Initiative employs a multidimensional communication strategy combining educational, participatory, and advocacy-oriented elements. Informative and educational articles often present environmental concepts using everyday language and relatable examples. Reports such as *“Budi Daya Maggot: Mendulang Cuan Sembari Mengurai Masalah Sampah Organik”* translate scientific ideas into practical knowledge, linking economic benefit with ecological responsibility. This style encourages public understanding and

supports behavioral change aligned with SDG 12 (Responsible Consumption and Production).

Participatory storytelling is another major feature of the initiative. Stories like *“Sekolah Nol Sampah: Langkah Nyata Pendidikan Hijau di Bandung”* illustrate the collaboration among schools, communities, and local governments in implementing waste-reduction programs. Through this approach, Kumparan transforms complex environmental topics into human-centered narratives that foster empathy and engagement among readers. The combination of interviews, photographs, and visual storytelling allows audiences to identify with real actors driving sustainable change, reinforcing environmental citizenship (Borah & Salgado, 2022).

Advocacy and collaboration also play a central role in the Green Initiative's content strategy. Campaigns such as *“Baliho Reborn”* demonstrate how post-election billboard waste can be recycled into eco-friendly products through community innovation. By highlighting the synergy between civic organizations and creative industries, Kumparan positions itself not only as a news outlet but also as a platform for environmental advocacy (Rahman, 2023; Nurhayati, 2022). This model represents a shift from traditional

reporting toward participatory environmental communication, where audiences become part of the sustainability process rather than passive recipients of information.

Empirical evidence from Kumparan internal analytics (2024) shows that the Green Initiative channel achieved a 43 percent increase in readership and significant engagement through hashtags such as #HijaukanLangkahmu and #NoPlasticWeek. These campaigns encouraged users to document sustainable actions and share them through social media, creating a multiplier effect in environmental awareness. Such practices align with findings in digital communication studies, which highlight that participatory storytelling increases comprehension and action compared with purely informational formats (Pearce et al., 2019; Tandoc & Jenkins, 2021).

From a conceptual standpoint, Kumparan initiative integrates three dimensions of sustainable media practice. The first is editorial integration, where environmental issues are treated as part of the core media agenda rather than supplementary topics. The second dimension is technological innovation, utilizing data visualization, short videos, and social platforms to extend the reach of sustainability messages. The third is social

collaboration, involving partnerships among journalists, researchers, policymakers, and communities. These three components demonstrate that the kumparan content model has evolved from conventional reporting into a collaborative process of meaning-making between media and society.

Globally, this aligns with the rise of constructive and “green” journalism, which promotes optimism, inclusivity, and solutions-oriented communication (León & Erviti, 2020). The Kumparan case reflects how such principles can be localized within an Indonesian context, combining scientific credibility with cultural storytelling traditions. Ultimately, this model confirms that digital journalism can serve as a catalyst for ecological awareness, community empowerment, and sustainable transformation.

CONCLUSION

The *kumparan Green Initiative* represents an innovative practice of environmental journalism in the digital era. Its integration of narrative, collaboration, and advocacy demonstrates how media organizations can advance sustainability communication while maintaining journalistic integrity. The initiative contributes to Indonesia's progress toward the SDGs by fostering environmental

literacy and mobilizing collective participation. The study suggests that similar models could be replicated in other Southeast Asian contexts to strengthen the regional ecosystem of digital environmental journalism. Future research may expand on audience reception analysis to assess long-term impacts on behavior and public policy discourse.

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