Public Awareness Campaigns Model of Global Civil Society at the Local Level: Case of Earth Hour Malang

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ABSTRACT

The purpose of this research is to elaborate the model of public awareness campaigns conducted by global civil society actors at the local level, with studies of Earth Hour Malang. Earth Hour Malang's public awareness campaigns are related to efforts to fight for environmental issues to gain attention with the society and stakeholders. This research used the global civil society framework, specifically the public awareness campaigns (PAC), conducted through interviews and documentation studies on Earth Hour Malang Social media. Social media data is analyzed using the NCapture feature in the NVivo 12 Plus. The results showed that Earth Hour Malang integrates offline and online approaches through various instruments in conducting campaigns. The goal is to raise public, business, and government awareness of environmental issues, encourage changes in green lifestyle-oriented behavior, changes in business activity and orientation, and pro-environmental policy changes.

Keywords*: Earth Hour, environmental issues, global civil society, public awareness campaigns*

Tujuan penelitian ini adalah mengelaborasi model kampanye kesadaran publik yang dilakukan oleh aktor global civil society *di level lokal, dengan studi pada Earth Hour Malang. Kampanye kesadaran publik yang dilakukan Earth Hour Malang berkaitan dengan usaha memperjuangkan isu lingkungan agar dapat memperoleh perhatian bersama masyarakat dan pemangku kepentingan. Dengan menggunakan konsep* global civil society *dan* public awareness campaigns*, penelitian dilakukan melalui wawancara dan studi dokumentasi pada media sosial Earth Hour Malang. Data media sosial dianalisis menggunakan fitur NCapture pada aplikasi NVivo 12 Plus. Adapun hasil penelitian menunjukkan bahwa Earth Hour Malang mengintegrasikan pendekatan luring dan daring melalui beragam instrumen dalam melakukan kampanye. Tujuannya adalah menumbuhkan kesadaran masyarakat, sektor bisnis, dan pemerintah terhadap isu dan persoalan lingkungan sehingga mendorong perubahan perilaku masyarakat berorientasi gaya hidup hijau, perubahan aktivitas dan orientasi bisnis, serta perubahan kebijakan yang pro-lingkungan.*

Kata-kata Kunci*: Earth Hour,* global civil society*, isu lingkungan, kampanye kesadaran publik*

This research examines the public awareness campaigns (PAC) model of global civil society (GCS) at the local level. The GCS, which is the focus of the study, is Earth Hour Malang (EHM). This paper begins by describing Earth Hour (EH) and EHM, the urgency of the study, and some relevant previous research. Furthermore, the conceptualization of GCS and the concept of PAC are presented as the conceptual framework of this paper. In the next section, the results of the research and discussion are presented to emphasize the public awareness campaigns model conducted by EHM.

The Existence Earth Hour and EHM

EH is a global movement that seeks to promote global unity and make various efforts to conserve the environment in general and climate change in particular. The EHM is part of the EH whose scope of action is at Malang City and Malang Regency levels. Likewise, it is common to use the name of the region or country that is the scope of its actions, such as EH Surabaya, EH Jakarta, EH Indonesia, EH Singapore, and others.

The existence of EH originated from an idea to mark Earth Day by turning off electrical devices for 60 minutes in the last week of March. This action is also known as switch off, first realized on 31 March 2007—initiated by World Wildlife Fund (WWF) Australia and Le Burnett Sydney. During its development, this idea was later adopted in many countries, including various cities in Indonesia. As of 2008, this idea has been adopted in 371 cities in 35 countries in the World (Baktiar 2014). By 2020, the switch-off action has been adopted in 190 countries (Earth Hour 2020b). This shows that EH is a GCS actor, where his ideas and activities are adopted globally, and the relationship is transnational.

During its development, EH was not just an act of turning off electrical devices but later developed into a community-based movement that carried out various actions to build public awareness and concern for the environment. EH, in their activity, is not limited to turning off electricity for an hour, but more than that, their activity symbolizes unity, hope, and strength in

collective action for the earth (Earth Hour 2020a).

EH's goal is to encourage individuals, communities, business practitioners, and governments to be part of the change for a sustainable world (Earth Hour 2020a; Earth Hour Malang 2020). Therefore, EH in various countries or regions actively and consistently carries out various activities that are part of a public awareness campaign on the importance of community participation in preserving the environment and the involvement of the community and stakeholders in climate change mitigation efforts.

Choosing EHM as a case study is because EHM is the most active branch of EH Indonesia. This is proven by its achievement of being ranked as the Most Active Earth Hour Account Based on Engagement in 2019. Furthermore, the study of the PAC is essential because EH's activities as a GCS actor try to build public awareness by supporting and carrying out efforts to deal with climate change, biodiversity threats, and various environmental problems (Earth Hour 2020a).

In addition, Malang City and Malang Regency are important in environmental issues and climate change discourse. The reason is that based on a study by the Regional Research and Information Center (Pattiro) as well as data from the Ministry of Environment and Forestry, the Greater Malang area (which includes Malang City, Malang Regency, and Batu City) is an Indonesian region that is most vulnerable to various impacts of climate change (Munawir 2016). This region is also one of the most vulnerable to climate change in the National Action Plan for Climate Change Adaptation (Endarwati et al. 2016) and is appointed as one of the pilot areas responsive to climate change (Nugraha and Syahni 2016). Therefore, the United States Agency for International Development (USAID) makes this area one of the focuses of conservation and rehabilitation of climate change impacts through USAID Climate Change Adaptation and Resilience (Kurniawan 2017).

Furthermore, this research is vital for at least three reasons, namely related to the issues discussed, the actors being studied, and the topic of the study. First, the issues discussed are related to climate

change. The issue of climate change has become essential in recent years, along with various facts related to changes in our ecosystem due to environmental degradation. The threat of climate change is even called the most dangerous and, at the same time, the most terrible threat facing humanity (Friedman 2009; Shah 2015). The threat of climate change has implications for various disasters in the world, both natural disasters, ecological disasters, and social disasters (Rijal 2020). Bearing in mind also that environmental problems have a systemic impact. It means that people in one country could be affected by environmental damage that occurs in another country. Scientists conceptualized this as the tragedy of the commons, that the environment is shared property and should be managed through a shared responsibility (Bakry 2017).

Second, the actor being studied is GCS. Regarding climate change, mutual attention and involvement are needed as a form of global responsibility to save the future of the environment. According to Mishra, what is needed is effective collaboration between various actors, from government, international organizations, the private sector, to GCS actors (Mishra 2012). The involvement of GCS actors is vital because, according to Germain and Kenny, their work, especially after the Cold War, has proven that GCS is an actor who positively contributes to contemporary global politics (Kenny and Germain 2005; Germain and Kenny 2005). In the context of this research, GCS's progress is shown through efforts to encourage public awareness to care and be involved in saving the environment's future through various actions in everyday life.

Third, the topic of the study, namely the public awareness campaigns. This study is essential because, as confirmed in previous research, research on the GCS actor PAC model, especially at the local level, has not been found. Research on PAC found so far generally examines government actors. Likewise, research on GCS related to its campaign activities has not comprehensively formulated a public awareness campaign model. The research on the EH campaign is mainly viewed from the perspective and as a study of communication studies.

Furthermore, this research builds upon the long list of GCS literature. Previous research examined GCS strategies at the local

level, with case studies on EHM. These strategies include visibility and audibility, namely the efforts made so that the wider public can see and hear the actions and what they are fighting for (Rijal and Anggraheni 2019a). In addition, GCS also has a lobbying strategy to lobby government and private actors and networking strategies in collaboration with various actors who have the same vision (Rijal and Anggraheni 2019b). Not only that, GCS such as EHM also has a role in climate change mitigation efforts through actions at the local level (Rijal 2020).

Several studies have examined the existence of EH at the global or international, state, and local levels. At the global level, EH, through its parent organization WWF, has succeeded in mobilizing the community to get involved so that this movement can quickly spread to various countries (Baktiar 2014). In the campaign context, EH advocates for environmental issues through a targeted communication strategy (Marciano 2011). One campaign media used is Twitter to influence a sense of public connection (Fernandez et al. 2015). Apart from Twitter, EH also utilizes various types of social media and mass media (Devashayam 2010). The campaign uses a variety of media, both at the state and local levels. One of the impacts is the involvement of the public in the switch-off action, which at least has contributed to the reduction in electricity consumption in various countries (Olexsak and Meier 2013).

Meanwhile, research on PAC conducted by GCS has not been widely found. One study analyzes public awareness and behavior patterns towards pro-environmental campaigns on social media (Fernandez et al. 2017). Other studies have discussed how the GCS uses the new public sphere (Khan, Gilani, and Nawaz 2011, 2012). As for research focused on PAC, the actor who carries out is the government related to a public policy (Borawska 2017; Pasaribu 2018). However, all the studies above contributed to this research in understanding the existence of GCS, EH as an actor at various levels, and campaign activities to build public awareness.

This research aims to elaborate on the PAC model of GCS actors at the local level, especially EHM, which can then be operationalized to see other GCS actors' PAC models. Various previous studies only examined the PAC activities carried out by an actor on an issue but

did not elaborate on a PAC model. In contrast, this study attempts to offer a model of PAC specifically from environmental-based GCS actors, which can then be replicated on other environmental GCS actors.

In an academic context, this research provides a scientific contribution to the development of GCS studies as vital actors in contemporary International Relations. In addition, this research can provide a scientific contribution to the study of International-Domestic Issues to see how global ideas and issues are responded to at the local level and how actors at the local level are connected with actors at the global level. Finally, in the study of communication science, this research contributes to public communication and the development of communication technology related to the use of new media as a campaign instrument.

Conceptualization of Global Civil Society

The term GCS only emerged and was known among academics in the 1990s after the Cold War (Keane 2003; Scholte 1999). The emergence of this term is in line with the transformation and development of international actors who are no longer dominated by state actors, international government organizations, or multinational companies. Although GCS is a relatively new conceptual development, its substance is closely associated with civil society (CS).

CS is an actor outside the state and market (economic actor) who fights for the interests of the public. They consist of groups of people who are not intervened by the political interests of the authorities or the economic interests of entrepreneurs. CS and GCS are distinguished in the context of the scope of the movement and its actors. If CS has been used for civil society at the domestic level, then GCS refers to civil society groups at the international/ global level. The actors who cross national borders and what they stand for are generally of universal interest.

Keane defines GCS as a social space, organization, movement, or group connected, consisting of more than one actor, their activities and networks across national borders, and they interact with each other connecting local to global dimensions or vice versa (Keane 2003). The character of GCS is voluntary, non-governmental, and non-commercial (Anheier, Glacius, & Kaldor, 2001; Keane, 2003). They are fighting for the public interest, but it is not part of and free from intervention and the state's interests. Its activities are also not profit-oriented and free from market interests and interventions. With this position, GCS is also known as the "third sector" (Scholte 1999; Keane 2003). GCS is an actor that becomes a critical element of the government (first sector) and market (second sector). GCS forms are very diverse, including non-governmental organizations, transnational advocacy networks, advocacy groups, humanitarian organizations, foundations, charity institutions, global social movements, and others.

According to VanDyck, the development of the CS/GCS ecosystem gave birth to two variant forms, namely organized civil society and organic civil society (VanDyck 2017). Organized civil society refers to CS, which has an organizational base so that it is more formal because it is in the form of an organized group, also known as traditional CS. On the other hand, organic civil society is called a new actor in the CS ecosystem, which is formed organically, such as social movements, online activists, coalitions and public networks, campaign movements, and others that are more informal.

In the context of this study, EH is an example of GCS. EH fights for the universal interest of humanity regarding the future of the environment. They are independent of political and economic interests. Their movement is cross-border in many countries down to the local level, one of which is EHM who fights environmental issues through actions at the local level of Malang. As for its form, EHM is an organized civil society because it has a global organizational base; however, actions that are carried out conditionally can also give birth to an organic civil society on a smaller scale at the local level.

Public Awareness Campaigns

PAC is part of social marketing techniques. For example, in the study of communication science, PAC is usually used to introduce and promote a product or socialize a policy to the public. In Borawska argument, a public awareness campaign is defined as "a set of different activities planned for a specific time, addressed to a specific target group, whose aim is to increase knowledge, lead to a change in thinking and behavior towards a specific social problem" (Borawska 2017).

Based on the above definition, it can be understood that a public awareness campaign is a variety of activities carried out within a particular time, aimed at specific targets, to increase knowledge, change one's thoughts and behavior on a social issue. In other words, the activity is carried out to campaign on an issue whose primary goal is to win the hearts and minds of many people. This is done by utilizing various media instruments, both mass media (television, radio, and print media) and various social media. The word public, in this terminology, can be understood to mean not only the general public but also includes government actors, private actors, and various elements of stakeholders.

According to Donovan and Hanely, as quoted by Borawska, the effect or impact of public awareness campaigns can be divided into five levels of indicators. The five levels are awareness, engagement, change in behavior, social norms, and wellbeing (Donovan and Henely 2003). In the context of a pro-environment campaign, such as that carried out by EHM, the initial goal is to build public awareness to care. If this awareness arises, then they are involved in environmental defense efforts. Then, this involvement is accompanied by a change in behavior towards the environment.

At the next level, this behavior becomes a norm that tries to be internalized within itself and transmitted to other parties (social norms) through a positive attitude. Then, it provides social or environmental outcomes where the community gets shared benefits (wellbeing). This point is in line with Fernandez et al.'s argument that "Environmental campaigns not only aim to raise awareness and create engagement but ideally also to trigger

behavioral changes, for instance by encouraging individuals to reduce their consumption of Energy" (Fernandez et al. 2017).

Furthermore, from the main objective or what is trying to achieve, a campaign can be divided into two types (Coffman 2003). First, campaigns that aim to change individual behavior. Second, a campaign that aims to involve the community in efforts to change policy. Individual behavior change campaigns encourage people to make changes or modify behavior, generally from less desirable behavior to more socially desirable behavior. Meanwhile, the policy change campaign seeks to mobilize the public and support policymakers to encourage policy change. This type is also called a public will campaign or public engagement campaign.

Based on these two types of campaigns, it can be identified that the campaigns carried out by EHM through their various actions include both. EHM takes action to encourage changes in individual behavior to have a green lifestyle, for example, by conserving the use of electrical energy, limiting vehicle use, minimizing the use of single-use plastics, and others. In addition to the community, the EHM action is also aimed at the government to pay attention to environmental issues and issue policies oriented towards environmental sustainability and for business actors to carry out economic activities oriented towards environmental sustainability.

From a methodological perspective, this study uses a qualitative approach. As seen from its objectives, this research is a descriptive study, which aims only to describe a phenomenon without looking at the causal relationship or the relationship between variables. The data source comes from primary data and secondary data. Primary data were collected through interviews with EHM's activists. And, documentary studies were processed from publications on EHM social media, particularly Twitter and Instagram, two of EHM's most active social media. The collection, processing, and analysis of data from social media use of the NCapture feature on the NVivo 12 Plus application and the Union Metrics website (https://unionmetrics.com/) to view the activities of Twitter EHM's social media. The secondary data is obtained from various literature such as books, journals, magazines, online articles, news portals, etc.

Data from social media is essential in this study because social media is a substantial need for the existence of GCS (Khan, Gilani, and Nawaz 2011). Social media has the characteristics of being flexible, fast, cheap, and massively supported by the internet with all its features. Moreover, social media can connect GCS with various other actors, has horizontal power that can persuade many people in the fight for a change (Juned, Maliki, and Asrudin 2013), while also having vertical power that can influence policymaking. Therefore, social media has become an essential instrument in the GCS struggle.

In an academic context, the use of social media as a data source in research is a current trend (Snelson 2016; Kapoor et al. 2018), supported by the availability of various software for data analysis from social media. That's because social media provides rich data with a broad, direct, and unlimited reach is unmatched by other data platform. Further, social media could also be used as a research method in understanding and explaining a phenomenon (Rahman and Hassan 2015; Social Media Research Group 2016; Pulsar 2021).

Based on the research results, either through interviews with EHM activists or reviewing the EHM publication media, EHM campaign activities are carried out in two forms, namely direct or offline campaigns and campaigns via social media (online). This section then describes the two forms of campaigning. Then in the next section, the author tries to elaborate on the EHM public awareness campaigns model.

EHM Offline Campaign Activities

Direct or offline campaigns are actions carried out by EHM in the field and through conventional media. This campaign is carried out in several forms or ways. The data is processed from Instagram @earthhourmalang, Twitter @EHMalang, http://earthhourmalang.blogspot.com/ as well as interviews with Earth Hour Malang City Coordinator 2017 Onil Laseta Islamic (August 2019), Earth Hour Malang City Coordinator 2018 Calista Amalia (August 2019),

Earth Hour Malang City Coordinator 2019 Iqbal Wibisono Afdan (May 2019), Earth Hour Malang City Coordinator 2020 Carolina Cynthia Adyta (September 2020).

First is face-to-face campaigns, such as School Campaigns, to educate elementary, junior, and senior high school students regarding environmental issues and the importance of raising awareness of the environment. This campaign is carried out through posters, games, quizzes, or making crafts from recycled materials. Second, face-to-face campaigns are also carried out to visitors and managers of the cafe, namely the Café Night Campaign. The goal is to educate about food waste and the importance of using environmentally friendly tableware. In this campaign, EHM activists brought posters and brochures to be socialized to cafe visitors. In addition, EHM also conducts a City Park Campaign with an open campaign to the public in city parks related to environmental issues through speeches, posters, and brochures.

EHM also took action Street Campaign by utilizing community participation in the Car Free Day (CFD) Malang City. Through this action, EHM activists held long marches and speeches and conducted "raids" on visitors carrying a single-use plastic bag to be exchanged for a recycled and reusable bag. The same is done in shopping centers by giving environmentally friendly bags to visitors carrying plastic bags. EHM also regularly conducts outreach to city transport passengers and drivers about the dangers of emissions to the environment. Face-to-face actions are also carried out in collaboration with various communities and student communities on various campuses to campaign on climate change, energy saving, waste management, and ways that can be done to save the environment from damage.

Second, direct action is carried out in the form of a festival. Every year, EHM holds *Ngalam Petengan. Ngalam Petengan* is a festival that is held on Earth Hour Day, which is celebrated every Saturday on the last week of March every year. Earth Hour Day, or in the context of EHM, called *Ngalam Petengan*, is a simultaneous worldwide action by switching off lights and other electrical devices for an hour starting at 08.30-09.30 pm. In this *Ngalam Petengan* series, not only switch off the lights but before

the peak of the commemoration and throughout the switch-off is filled with socialization and campaigns to educate the public about environmental problems and the importance of cultivating a green lifestyle in everyday life. This action involves open community participation and a series of activities carried out at various points or locations.

Another form of a festival held by EHM is Green Valuable Festival (G-Velfest). G-Velfest peak action of the circuit campaign #BeliYangBaik. The #BeliYangBaik campaign invites people to be wise in consumption and buying goods by considering six things: buy what you need, buy natural products, buy local products, buy ecolabel products, buy durable products, and buy things that can be carried everywhere.

Third, the form of another offline campaign is via conventional media, namely radio and television. Although this campaign is not carried out in the field, it is direct because it is carried out live on local radio stations and local television, where listeners or viewers can interact via telephone lines or private messages via Whatsapp during the event. Based on the researchers' observations, campaigns via radio and television are generally carried out before *Ngalam Petengan*, which is between February and the end of March, to invite the public to participate in *Ngalam Petengan* activities.

Based on the three forms of the direct or offline campaign described above, it can be understood that, in general, the intended target is the wider community. However, the target of the EHM campaign is not only the general public but also stakeholders, such as the government, business actors, and even universities. This campaign to stakeholders is carried out through the fourth form, lobbying or a persuasive approach. The lobby in question invites stakeholders to be involved in efforts to protect the environment through policies, pro-environment activities, involvement, and support for EHM actions.

A persuasive approach to the government to engage and support the EHM struggle can be seen on every Earth Hour Day or *Ngalam Petengan* commemoration. In 2018, 2019, and 2020 *Ngalam*

Petengan was centered in the Hall of Malang Regent's Office, while in 2016 and 2017, it was held at Malang City Park. The government involvement and support are also shown through the participation of various government offices and government-run public facilities to turn off the lights during the switch-off action.

In addition, in 2019, EHM also held an audience with the Malang Regency government. It resulted in the Deputy Regent of Malang and the Acting Regent of the District's willingness to make a video for the community to be involved in the Earth Hour action. Also, a letter from the Malang Regent No. 671/35.07.024/2019 regarding Supporting the Earth Hour 2019 Movement was issued to all Malang Regency government levels, including the inspectorate, agencies, and house representative, hospitals, and district leader throughout Malang Regency. It includes two points; first, calling for simultaneous switch off for 1 hour. Second, appeal to people to adopt energy-efficient living habits every day by using electricity as needed.

Lobbying efforts are also carried out on business actors, from cafe entrepreneurs, shopping centers (malls) to hotels. Lobbying efforts against business actors are carried out so that their business activities are carried out environmentally oriented or "green business" and specifically their order participation in the switch off action. EHM's efforts, for example, are encouraging restrictions on the use of single-use plastic straws by utilizing a reusable straw or even without a straw and limiting the use of plastic bags on consumers.

In this lobbying effort, there are "benefits" offered for business actors to protect the environment. The "benefits" referred to are promoted on various social media owned by EHM. Those promotional offers were generally welcomed by those who share the same vision as Earth Hour (Amalia 2019). In addition to the government and business actors, EHM also lobbies universities to switch off by turning off lights on the campus during the commemoration of Earth Hour Day. This behavior is also inseparable from EHM's ability to lobby campus leaders, especially by utilizing volunteers who are students on the campus.

The ability of the EHM lobbying is proven by the stakeholder's (government, business, and community) support and involvement during the switch off every year. For example, in 2016, there were 3 public facilities (monument and park), 1 shopping center, 5 hotels, 1 cafe, 1 campus, 1 government office, and 1 green village involved. Then in 2017, 2 government offices, 1 shopping center, 2 campuses, 4 hotels, and 1 cafe were involved. In 2018, the switch-off action involved 3 hotels, 5 cafes, 2 government offices, 5 public facilities (parks, monuments, and statues), and 2 campuses. Then in 2019, there are 3 hotels, 4 cafes, 3 campuses, 2 government offices, 1 shopping center, and 3 public facilities involved. Data and information were processed from a documentation study on the @earthhourmalang Instagram account.

The explanation above shows that EHM has carried out various ways of conducting direct campaigns targeting various actors. However, since March 2020, when the coronavirus disease (Covid-19) pandemic hit, these direct actions could not be carried out (Adyta 2020). Therefore, even the well-prepared *Ngalam Petengan* 2020 should be canceled and replaced with the #DiRumahAja and #SwitchoffDiRumahAja actions. Likewise, school campaigns, café night campaigns, street campaigns, and others cannot be carried out because of Covid-19. Therefore, EHM maximizes the use of social media to conduct online campaigns.

EHM Online Campaign Activities

EHM conducts online campaigns by utilizing various social media features, such as Twitter, Instagram, Line, Facebook, and YouTube, including Blogspot. Data of 23 September 2020 recorded that the @earthhourmalang Instagram account has 4,552 followers, the @EHMalang Twitter account has 4,122 followers, 1,592 people follow the line @ vpw4827v account, the Earth Hour Malang Facebook page is followed by 734, and the Earth Hour Malang YouTube account has 141 subscribers and has been watched 11,901 times since February 2012. This figure at least shows that EHM's social media has a relatively large and broad audience reach.

Social media EHM used this to publish various actions taken and also conduct campaigns. To build individual engagement, EHM in every post on social media consistently uses hashtags #iniaksiku and #conncect2earth. It can be seen from the top five hashtags "#" that EHM uses the most in its Twitter campaigns, based on NVivo12Plus auto-coding result from NCapture Twitter @ EHMalang, namely #iniaksiku (2369 times), #connect2earth (1048 times), #earthhourmalang (852 times), #raiseyourvoicefornature (289 times), and #earthhourindonesia (193 times). Visualization of the word cloud of the hashtags (#) and the most frequent words used by EHM on Twitter as shown in Figure 1.

Figure 1.

Word Cloud Analysis of EHM Twitter Content

Source: Processed by researchers using the NCapture feature from NVivo12Plus (2020)

Furthermore, several routinely carried out campaigns include calls to reduce the use of single-use plastic materials, bring your drinking water bottle, bring your supplies, and use reusable bags and reusable straws through the #SeninBawaTumbler #AyoBawaBekal, #PlastikTakAsik campaigns. Invitations to limit private motorized vehicles by cycling or walking through

the #SabtuPreiBBM campaign. An invitation to buy goods taking and being a good consumer through the #BeliYangBaik campaign. Online campaigns to educate the public are also carried out consistently by taking advantage of the momentum of commemorating national and international days, especially those with environmental relevance.

Based on the author's observations, two EHM social media accounts are the most active, regularly updated, and have the most followers, namely Instagram and Twitter. Meanwhile, activities on social media are the most active, especially before the commemoration of Earth Hour Day, which ranges from January to March every year. These activities can be seen in Figure 2.

Figure 2.

EHM Tweet Count (October 2016-September 2020)
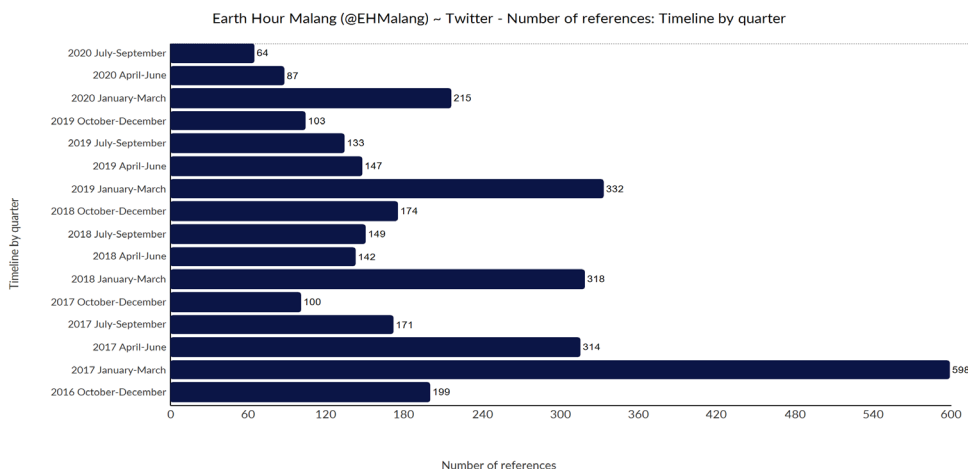
Earth Hour Malang (@EHMalang) ~ Twitter - Number of references: Timeline by quarter

Source: Processed by researchers using the NCapture feature from NVivo12Plus (2020)

Figure 2 shows EHM's activity on Twitter from October 2016 to September 2020. Based on the picture, in the January-March period every year, EHM is very active in conducting online campaigns to invite the public to participate in the switch-off action. In the same time frame (October 2016 to 24 September 2020), the four themes most frequently discussed or used in the EHM campaign on Twitter, with various sentence variations,

were based on NVivo 12Plus auto-coding results environment, trash, action, and plastic. These four words appear after automatic coding (autocodes) is done in the NVivo application, the NCapture feature. In simple terms, the comparison of the four words and the number of posts containing the word is shown in Table 1.

Table 1.

The Most Frequently Used Words/Themes EHM on Twitter

Words / Themes	Frequency of Words Used	Number of Tweets
Environment	6,037	343
Garbage	5,372	263
Action	4,610	273
Plastic	4,524	315

Source: Processed by researchers using the NCapture feature from NVivo12Plus (2020)

Visually, a comparison of the numbers *tweet* that contains the four words and the editorial variations of the sentence using these four words is shown in Figure 3.
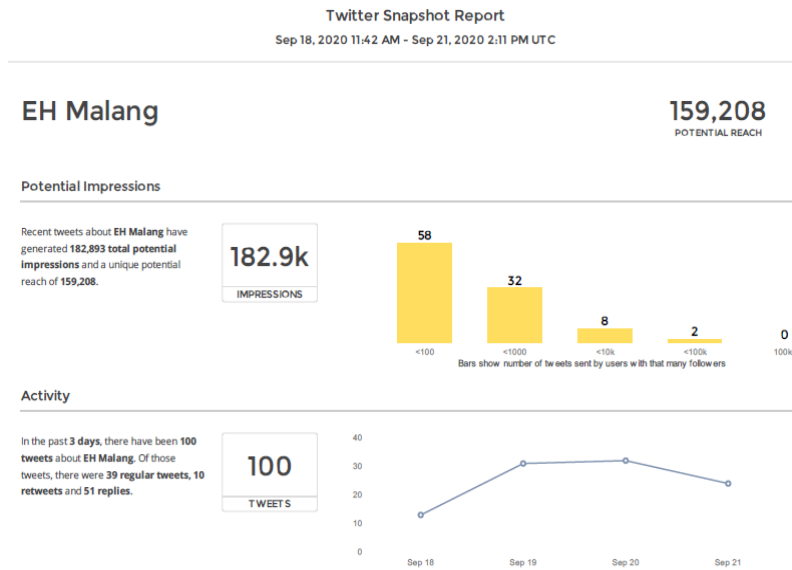
Figure 3.

Comparison of Most Frequent Word/Theme Number of Tweets and
Sentence Variations
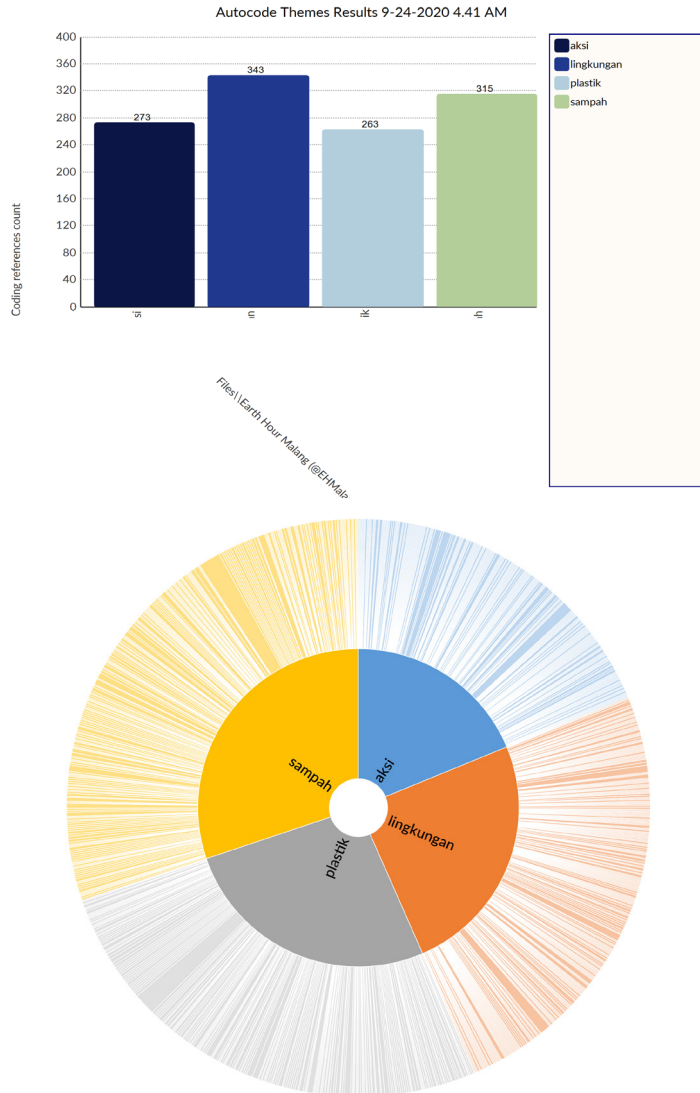
Source: Processed by researchers using the
NCapture feature from NVivo12Plus (2020)

Figure 4.
Union Metrics' EHM Snapshot Twitter Report

Source: EHM Twitter Snapshot results
on the Union Metrics website (2020)

Furthermore, the use of social media, particularly Twitter, as a campaign tool by EHM is inseparable from the ability of internet-based media to reach large numbers of people. Thus, campaign content has great potential to be seen by many people in various locations. For example, based on the Twitter Snapshot Report on the Union Metrics website with the keyword "EH Malang," it was obtained data that EHM-related activities on Twitter in the range 18-21 September 2020 alone reached 100 tweets. The latest Tweet on 21 September 2020, related to Zero-Emission Day, has a potential reach of 182,893 people, of which 159,208 people are active Twitter users (potential reach). This interaction is shown in Figure 4.
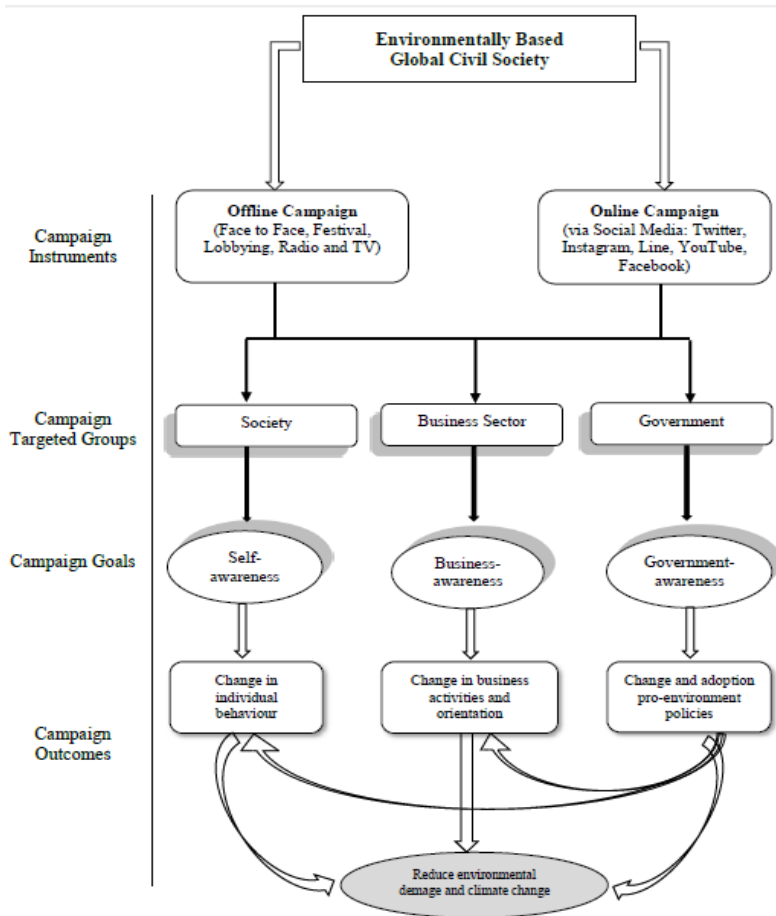
EHM's interaction via Twitter is not only with individuals but also involves interactions with various parties. Based on NCapture data on NVivo, it is known that EHM interacts with many parties in the campaign based on word similarity. Some of them include

EH in other cities (EH Tangerang, EH Surabaya, EH Sidoarjo, EH Samarinda, EH Jogja, and others), international organizations and movements (World Wildlife Fund, Marine Buddies), national/local environmental movements (Young on Top/YoT, Turun Tangan, Sobat Bumi, Bebas SampahID, and others), government (Jokowi, Malang City Government, Malang Regency Government), business actors (Atria Malang, Coffee Toffee), media (Elfara FM, Bhiga FM, Mas FM, Radar Malang, MNC Play, Kumparan, Kanal Malang, and others), musicians and local music groups (Unda Undi, VJ Daniel, Malang Beatbox, Pagi Tadi and others), universities (UB Official), and various other actors. The interaction pattern or network is shown by NCapture NVivo12Plus as in Figure 5.

Figure 5.
EHM's Interaction Patterns with Other Twitter Accounts

Earth Hour Malang (@EHMalang) ~ Twitter - Mentions Clustered by Word similarity

*Source: Processed by researchers using the
NCapture feature from NVivo12Plus (2020)*

EHM Public Awareness Campaigns Model

The explanation in the above section illustrates that the PAC conducted by EHM integrates two forms of the campaign: offline and online, by utilizing various instruments. Moreover, the campaign targets were not limited to the general public but also stakeholders. In simple terms, the author elaborates on the PAC model that EHM does through the scheme in Figure 6.

Figure 6.
EHM Public Awareness Campaigns Model

The above scheme explains that the EHM offline campaign instrument is conducted through face-to-face interaction, festivals, lobbying, and radio and television media. On the other hand, the online campaign is carried out using social media instruments. Both types of campaigns are aimed at the wider community, the business sector, and the government. The goal is to improve individual environmental awareness, give the business an

environmentally friendly outlook, and advocate a more sustainable development agenda.

The end of all is a change in behavior, a change in activities, and a change in policies. Behavior changes in individuals based on a green lifestyle. Changes in activities and business orientation that prioritize profit-oriented and efforts to pursue profit are in line with pro-environmental business activities (environmental oriented). The change in government policies, in which the government adopts pro-environment policies with orientation to the long-lasting and environmental future.

The change and adoption of pro-environmental policies affect changes in individual behavior and changes in activity and orientation in the business sector. This change happened because the government has the authority and power to urge business actors to adopt policies that have been made and persuade the public to implement the policies that have been prepared. In the end, this change contributes to efforts to reduce environmental damage and minimize the impact of climate change, not only at the local level but also contributing to the global environment. It also confirms that EHM is part of the GCS (EH Global), which fights global issues with transnational relations. Even the scope of action at the local level, but what EHM stands for is the universal public interest.

Based on the explanation above, it can be understood that EHM conducts two types of PAC models. First, campaigns that aim to individual behavior change. Second, campaigns aimed at policy change, both in the government and in the business sector. However, it needs to be emphasized that this process does not occur instantaneously. As Carolina admits, cultivating environmental awareness in individuals, the business sector, and the government is complex and requires a long process (Adyta 2020).

According to Adyta, during the eight years of EHM's existence, the government still positioned itself as a facilitator (Adyta 2020). As for the business sector, the involvement and support in EHM actions are more to participating in business branding, but not aware of the green economy. Further, Carolina argues that there

are no indicators of how EHM contributes to personal awareness of the environment due to its complex nature.

Finally, as depicted in Figure 6, the study results provide significant findings on this environmental-based GCS actor PAC model. This model, the author, calls the comprehensive model of PAC. It is called a comprehensive model because it integrates various forms and campaign instruments used, overall campaign goals/objectives are aimed at public actors, private actors, and individuals, and campaigns that are carried out consistently and continuously.

Discussion

The data and information disclosed related to the PAC conducted by EHM show that the public awareness campaign by EHM integrates various ways. The instruments used also vary, from conventional face-to-face and direct campaigns to utilizing social media and virtual campaigns. This is in line with the three ways of disseminating information to the public according to the Ministry of Communication and Information of Indonesia (Direktorat Jenderal Informasi dan Komunikasi Publik Kementerian Komunikasi dan Informatika, 2018)

First, above the line, is the dissemination through mainstream media such as radio, television, and print media. In this context, the findings of the information that the researchers obtained, EHM did not or had not made use of printed media, such as newspapers or magazines, in their PAC, except brochures or pamphlets. Even if there is a news related to EHM, it is related to media coverage of EHM's involvement or activities at a particular moment, but it is not part of an effort that is deliberately carried out as a campaign tool.

Second, through the line, is the dissemination through online media and social media, such as Whatsapp, Facebook, Twitter, YouTube, Instagram, and others. As explained above, this method is very actively carried out by EHM. The use of social media as a means of public campaigning is becoming important today because social

media has a chain effect. The process of transmitting information that occurs does not stop at just one main audience (multiplier effect), but has an unlimited audience (Direktorat Jenderal Informasi dan Komunikasi Publik Kementerian Komunikasi dan Informatika, 2018)

Third, dissemination through face-to-face media, outdoor media, folk performances, seminars, and others is below the line. By EHM, this method is called offline action, which allows direct two-way interaction and communication between EHM activists and the audience. This interaction can generate sympathy and arouse audience awareness to be involved in efforts to protect the environment.

The same thing was expressed by Sayers, that the approach that can be taken to increase public awareness (awareness-rising) is through personal communication and mass communication (Sayers 2006). First, personal communication helps the audience be more connected to the campaign message and understand the significance to the audience's life. This method can be done through social events such as festivals, public forums such as workshops, presentations, to individual campaigns (word of mouth). So the vital keyword in this personal communication effort is "selling a good idea," that the ideas conveyed to the audience must be attractive and able to touch hearts and foster empathy. In this context, all direct or offline actions taken by EHM represent the personal communication approach. Carolina also emphasized that the personal persuasive approach is more effective for conveying messages because the targets are clear and involve direct mutual interaction (Adyta 2020).

Second, while personal communication tends to be more appropriate for clear campaign targets or a limited audience scale, mass communication is used to reach a wider audience. According to Sayers, some of the instruments that can be used are printed materials (posters, brochures, pamphlets), audiovisual media, websites, and internet-based electronic publications (social media) (Sayers 2006). In this context, EHM's PAC has also used various mass communication instruments as already described.

However, the challenge faced by EHM or EH and other civil society actors to raise public awareness is that there is no definite indicator to measure the effectiveness of the campaign being carried out. Because the campaign was carried out on a wide scale with many and varied targets, evaluating the campaign's impact was not an easy task. So far, according to Adyta, what is most likely to be seen is the level of awareness and engagement (Adyta 2020). People's awareness can be seen in their daily activities, such as carrying shopping bags, using reusable straws, drinking bottles, and other daily behaviors that are oriented towards a green lifestyle. The engagement can be seen from the participation and contribution of the community to the actions carried out by EHM or engagement through social media as seen from community activities on EHM social media content, through the comment column, repost on Instagram, retweet on Twitter, or others.

But it also needs to be emphasized that various interconnected factors should be accounted, so that it cannot be said that awareness and people engagement on environmental issues are solely the results of the campaign conducted by EHM. At this point, it is essential to do comprehensive research related to this matter. Even so, it can be said that EHM's contribution to the environment, either directly or indirectly, is notable. In-Line with Kreienkamp's view that the GCS, or what he calls a transnational civic space, various studies show that what it stands for has implications at the national and international levels (Kreienkamp, 2017).

According to Kreienkamp, GCS can pressure from above, that is, to pressure policymakers to adopt policies related to the global public interest. At the same time, it also can pressure from below through the power of grassroots communities in fighting for global issues (Kreienkamp, 2017). At the same time, it can also be a bridge that facilitates interaction between stakeholders and the community (Wilson 2019). For this reason, the EHM action and campaign targets are aimed at the community, business sector, and government to integrate efforts to pressure from above (government and business sector) and push from below (the general public) to make environmental issues gain more attention at the local level.

Conclusions

This study concludes that the PAC model carried out by GCS actors at the local level, based on case studies on EHM, integrates offline and online campaign efforts to raise awareness. The campaign was carried out using various methods and instruments. The main goal is to raise awareness and build empathy for environmental issues through changes in behavior in society, changes in business actors' activities, and changes in government policies. However, even though the expected change cannot be measured in absolute terms as the effect of EHM and the change does not take place instantly, EHM consistency through various actions in fighting for environmental issues is notable. Indirectly, it can contribute to the future of the global environment. At this point, the keyword for the struggle of GCS actors is long-lasting, that the GCS struggle needs to be carried out consistently and continuously.

In particular, this research's contribution is to describe various forms and ways of campaign activities carried out by environmental-based GCS actors at the local level. In addition, the public awareness campaign model shown in this study can be adopted or modified by other non-governmental actors in fighting for what they stand for. Academically, this research contributes to the development of the GCS study discourse, especially at the local level. Because so far, GCS studies have mainly been discussed at the global or international level and the country level. This research also contributes to international-domestic (intermestic) studies related to how global issues are responded to at the local level and how actors at the local level contribute to the universal public interest at the global level.

The limitation of this research is that it only focuses on the PAC activities carried out by GCS, in this case, the EHM. As a suggestion for further research, it is crucial to examine the relationship model of GCS actors at the local level with local governments, private actors, and other organizations/communities/movements/civil society. It is essential to see the relationship between GCS at the local level and various other actors fighting for the critical issues. In addition, further research is also needed on the modalities of GCS actors in carrying out their various actions at the local level,

such as funding modalities, resource modalities, organizational modalities, networking modalities, and others.

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