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Digital Activism in Environmental Sustainability Issues: An Analysis of Media Literacy Within the Framework of Globalization-Induced Social Movements (Gisms)

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ABSTRACT

Indonesia faces a serious challenge related to a water crisis predicted to occur in 2040, particularly on the island of Java. This has led to the emergence of environmental social movements initiated through various media, including Instagram. The account, Jaga Semesta, is a digital grassroots movement focused on campaigning for spring restoration and advocating for environmental issues. This study aims to describe the role of digital activism in advocating for issues through the Jaga Semesta account. The theory applied in this study is GISMs (Globalization-Induced Social Movements) by Paul Almeida.The study was conducted using a qualitative content analysis approach, with data collection techniques through observation and documentation. The results show that Jaga Semesta consistently engages in digital grassroots activities related to environmental sustainability and spring restoration. Furthermore, GISMs' digital activism has also contributed to the community's efforts.and building collective awareness and successfully bringing about behavioral change through the spring monitoring and restoration movement. Meanwhile, media literacy plays a role in shaping critical audience awareness, encouraging public participation, and strengthening the movement's legitimacy through the dissemination of credible information. The use of digital technology has now transformed from a mere consumption tool into a crucial means of community empowerment to educate about the risks of water crises due to blocked springs, while simultaneously encouraging innovation in sustainable clean water management to achieve SDG 6. Strong public support will have an impact on water restoration efforts, and social media can be used to disseminate this information to a wider reach.

1. Introduction

The increasingly rapid development of technology from day to day has made many aspects of life develop, one of which is changes in people's habits in accessing information (Haryanto & Hapsari, 2025). Information technology is currently a strategic tool in data processing to produce quality, accurate and precise information. According to (Wiryany, Natasha, & Kurniawan, 2022), in the context of technological development in 2022, the need for technology, both information technology and telecommunications, is very high, from the lower middle class to the upper middle class. All individuals need technology to accelerate or enhance development, both individual and group.In today's digital age, social media has become a key pillar of the global communications system. As a crucial element in communication science, social media has fundamentally changed the way people convey, receive, and respond to information.The development of digital technology from the transition period of old media to new media as it is now provides a digital interaction space that

allows individuals to build relationships and participate in a community or virtual-based organizational group based on shared interests, passions, or goals to be achieved.

According to (Putri & Pratiwi, 2022) this happens because the presence of social media plays a major role in providing a new public space to carry out actions with new patterns that were never imagined before (Iossifidis & Wheeler, 2016). A study conducted by Sampurno et al. (2020) explored the use of social media. The findings indicate that social media in Indonesia has the potential to be a learning resource, providing valuable information to the public (Hakim, Maura, Polin, & Irwansyah, 2024) .One of the social media that can be used as a source of information is Instagram. Instagram is an interactive platform where users can easily access and share visual content such as photos and videos, known as 'Updates' (Hakim, Maura, Polin, & Irwansyah, 2024). According to (Hakim, Maura, Polin, & Irwansyah, 2024) the use of Instagram as a source of educational information is a growing trend in the world of social media, and this platform continues to evolve by adding innovative features such as reels and stickers that are attractive to today's young generation.

Instagram is considered effective as a rich source of information in the form of visual images or videos. Instagram offers features that users can use to access the information they need. For example, through Reels or Stories, watching short, educational videos provides a wealth of information (Hakim, Maura, Polin, & Irwansyah, 2024) . In the context of information media, Instagram has also become an important platform for disseminating information on global and social issues. Through informative campaigns and posts, Instagram serves as a platform for expanding understanding and solidarity on various global issues.Instagram also provides a platform for diverse users. Users can follow accounts representing different perspectives and backgrounds, making it easy for them to access information from a variety of sources. This enriches the user experience in accessing information and broadens their knowledge base (Hakim, Maura, Polin, & Irwansyah, 2024).

One of the communities that provides a space for sharing information through Instagram social media is @jagasemesta, where this community is a form of water restoration journey movement to prevent water crisis. Jaga Semesta itself has the goal of restoring at least one spring in one year, and increasing public awareness of water conservation. In addition to @jagasemesta, there are other communities that show similar characteristics in utilizing social media as a means of disseminating information and environmental advocacy, namely @sungaiwatch and @menabung.air. The @sungaiwatch account has 568 thousand followers with 953 posts, known as an organization that focuses on tackling river pollution, especially through actions to clean up plastic waste in river flows and public education about the waste crisis. According to (Brata, 2025) @sungaiwatch's active participation in the clean-up action confirms their commitment to preserving the environment, especially in the context of sustainable tourism. Meanwhile, the @menabung.air account, with 1,779 followers and 155 posts, is a movement focused on water resource conservation efforts through a participatory community approach, such as the construction of infiltration wells, education on rainwater management, and awareness campaigns on the importance of maintaining clean water availability. According to (Jaen, 2025) The ongoing water saving program aims to encourage water conservation, organic waste management, and strengthening community capacity to deal with climate change. The existence of these two communities demonstrates that what @jagasemesta is doing is not a standalone phenomenon, but rather part of an environmental movement in the digital age. Republik (Zulfikar & Yudha, 2025) The clean water crisis in Java and Bali is coming sooner than global predictions, indicating that the @jagasemesta community is important to study. These similar patterns demonstrate that social media has become a strategic tool in supporting the dissemination of information and building collective awareness regarding environmental issues. According to (Lestari, 2025) Java Island has hundreds of springs become the mainstay of clean water for the villages. However, urbanization and changes in land use are putting pressure on these springs. Quoted from (Wardani, 2024) Jaga Semesta actively educates about the importance of spring restoration through social media content. In addition to providing insight, social media can serve as a bridge between volunteers and local communities. In this context, @jagasemesta plays a strategic role because it specifically focuses on spring restoration efforts, which are crucial for maintaining the sustainability of water resources. This focus on spring restoration provides added value in addressing environmental issues oriented toward the water crisis, which can be effectively communicated to the public through social media.

As one of the crucial issues that demands collective attention on a global scale, namely the availability of natural resources,Water is a natural resource essential for human life. However, in the modern era, the world is facing an increasingly acute water crisis. The shortage of clean water resources is one of the greatest challenges facing humanity today (Apriliana Sari, Yolanda, & Rajib, 2024). According to (Apriliana Sari, Yolanda, & Rajib, 2024), the water crisis is one of the major challenges facing the world today, becoming increasingly concerning due to the increasing scarcity of resources. Rapid population growth, climate change, and unsustainable exploitation have threatened the availability of clean water in many regions around the world. Water that meets standards is very necessary, both for daily living needs, industrial needs, for city sanitation cleanliness, as well as for agricultural needs and also for fulfilling the development and sustainability of aquatic ecosystems (Rizki, 2023). B zMKG press release 2025, in Congress Talkshow Indonesian River Restoration Movement (GRSI) and Indonesian Rainwater Harvesting Movement (GM)HI) 2025, experts and government officials emphasized the importance of new strategies in managing water resources to face major challenges. Quoted from (IPB, 2025) Research and Expertise, According to a 2020 report by the National Development Planning Agency (Bappenas), several regions in Indonesia will experience a shortage or clean water crisis by 2045. The proportion of areas experiencing water crisis is also predicted to increase from 6 percent in 2000 to 9.6 percent in 2045.

In this context, a thorough understanding of the challenges faced in providing clean water amidst the increasingly apparent water resource crisis is essential. One effort that can be implemented to address this issue is water quality restoration, which aims to restore the condition and function of water quality to its pre-degradation state. Given the increasingly complex nature of the water crisis and the growing role of social media as a means of disseminating information, a phenomenon known as digital activism has emerged. In this digital era, technology has become an essential tool for activism. The younger generation, with their familiarity with digital technology, is the primary driving force behind digital activism (Pranata & Prayogo, 2025).

Nowadays, social media can encourage and mobilize various forms of social activism in the digital society. Forms of activism or social movements are generally known as direct action, such as campaigns, protests, boycotts, demonstrations, or forming communities, promoting ideas, writing letters and petitions (Putri & Pratiwi, 2022). Currently, there has been a shift in the way that activism in shaping social movements is no longer entirely carried out in person or through physical activities. Instead, new media plays a role in driving this activism, ultimately shaping social movements (Putri & Pratiwi, 2022). However, today, activism in shaping social movements is no longer carried out directly or through physical activities. New media has emerged as a catalyst for such activism, thus forming social movements. This shift represents a shift in the form of activism from direct physical action to digital activism. Activism comes from the word "active", which has various meanings, ranging from being involved in action, participation, busyness, movement, something that requires effort, to something that produces change or has an impact (Pranata & Prayogo, 2025). However, since the advent of the internet, many social movements and social actions have transformed into digital activism. In the digital age, digital activism has become a new tool for combating this crisis (Pranata & Prayogo, 2025). Digital activism utilizes new media as a tool to drive change through collective efforts online. Van Laer & Aeist describe two categories of digital activism: first, internet-enabled activism, which is a form of traditional activism facilitated by the internet; second, internet-based activism, which originated online and is newer than online activism (Pranata & Prayogo, 2025).

Quoted (Putri & Pratiwi, 2022) states that Lim (2013) describes the existence of certain conditions that make social media activism successful in Indonesia. Social media activism can be more successful in mobilizing mass support when the narrative is simple, related to low-risk actions, and aligns with dominant narratives such as nationalism and religiosity (Putri & Pratiwi, 2022). Therefore, a social perspective on the use of digital technology in Indonesia is important to consider. Technology utilization in Indonesia needs to be examined in relation to social goals, which can include community empowerment, innovation in educational contexts, addressing economic inequality, resolving human rights issues, and other broader social movements (Rahmawan, Mahameruaji, & Janitra, 2020). Along with the development of digital activism, a more specific concept of digital activism has emerged: the practice of structured advocacy through digital media to achieve specific goals. This activism extends beyond disseminating information, encompassing

efforts to shape public opinion, social campaigns, and calls to action. In the context of environmental issues, particularly the water crisis, digital activism is an effective means of educating the public about the importance of water conservation and encouraging public involvement in environmental preservation efforts. As digital activism practices evolve, their effectiveness is also greatly influenced by an individual's level of media literacy. In this regard, Sonia (Livingstone, 2004) suggests that media literacy encompasses four basic skills: access, understanding, analysis, and production (Sari & Prasetya, 2022). Access skills represent an individual's skills in technically using and accessing media, including digital devices and platforms. Analytical skills enable individuals to relate media messages to broader social, cultural, and political contexts, enabling them to engage not only passively but also critically. Meanwhile, production skills refer to the skills in creating and distributing media content in various forms, such as text, audio, visuals, or a combination of these, through digital platforms. These four skills are essential foundations for supporting digital activism practices that are not only informative but also critical, participatory, and have a real impact in driving social change, particularly on environmental issues such as the water crisis. Therefore, digital literacy is an essential competency. Digital literacy is not just the ability to read, but also the critical ability to understand, verify, and utilize information from various digital sources.

Through the Globalization Induced Social Movements (GISMs) framework, this study aims to analyze how media literacy plays a role in strengthening digital activism to address environmental sustainability issues. GISM includes a series of movements by social groups and individuals in response to the consequences of globalization neoliberalism and its impact on economics, politics, and identity/culture (Ghosh, 2024). This movement represents a community initiative that developed organically, then strengthened through the use of social media as a strategic instrument in presenting information and mobilizing public participation. Quoted from (Ghosh, 2024), information and communication technology (ICT) is used by movement actors not only for external functions such as mobilization, recruitment, attack strategies, the creation of communication channels, and alternative or independent dissemination, but also for internal roles such as organization, coordination, internal debate, and decision-making (Bennett dan Segerberg 2012; Cammaerts 2005; Van Laer dan van Aelst 2010). ICT has had an impact on a number of GISM components, including collective action framework, strategies, targets, and audiences (Imig and Tarrow 1999) on (Ghosh, 2024). A systemic and sustainable approach is needed to ensure that social media activism is not just a passing trend but can deliver comprehensive results for community empowerment and the preservation of aquatic ecosystems and the global environment. This merits further study, particularly in examining how the @jagasemesta account utilizes Instagram as a digital activism platform to communicate water restoration issues to the public.

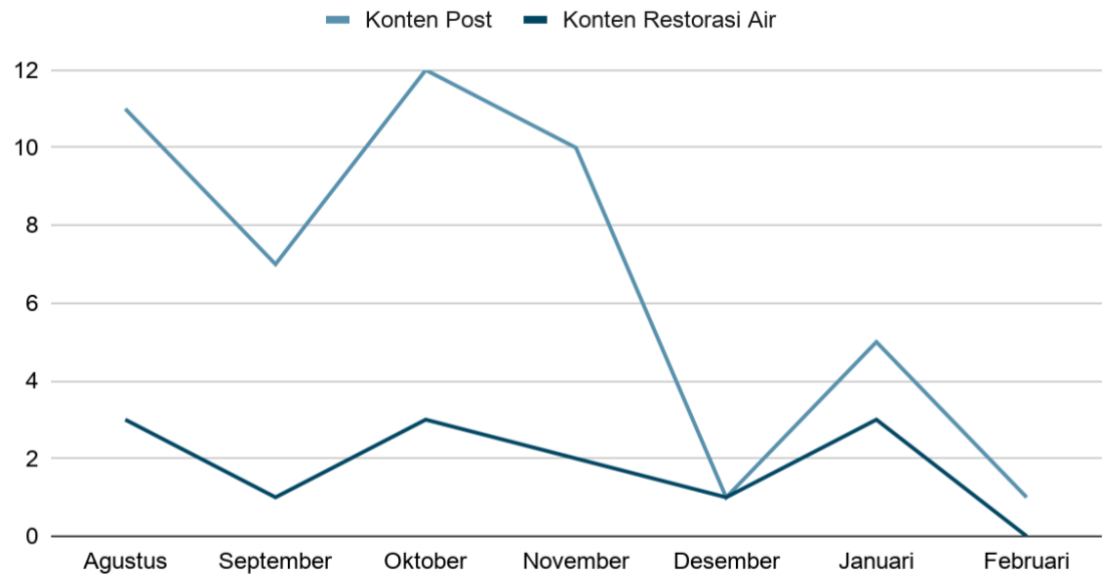
2. Method

This research discusses Digital Activism in Environmental Sustainability Issues: Media Literacy Analysis in the Framework Globalization-Induced Social Movements (GISMS) Instagram account @jagasemesta. The research uses a qualitative approach. This qualitative approach is used with the aim of explaining the phenomenon as deeply as possible (Giantika, 2019). The type of research used in this study is a qualitative content analysis study, which attempts to interpret different research data. Explaining the object of qualitative research, namely explaining the object that is the focus of the research, in this study the object studied is the Instagram account @jagasemesta. The types of data used in the analysis of this research are primary data and secondary data. Primary data was obtained from observations found on the Instagram account @jagasemesta. While secondary data was obtained from image and caption documentation as well as literature studies. The data collection technique used in this study is data observation, by looking at the contents of uploads both photos and captions, comments from several followers in the Instagram account @jagasemesta. In addition, using the data collection technique Documentation of the contents of the Instagram account @jagasemesta, the images listed.

3. Result and Discussion

3.1 Presenting the Results

Content Graphics @jagasemesta



Period August 2025 - February 2026

From observations made by researchers from the Instagram account @jagasemesta, it was found that there were 13 out of 47 contents related to Water Restoration in the period August 2025 - February 2026.

Distribution of Water Restoration Content on the Instagram Account @jagasemesta

The following table presents a content compilation based on the forms of digital activism uploaded by the Instagram account @jagasemesta. This table was compiled to identify the trends in the presentation of water restoration issues across the uploaded content.

No	Date	Content	Content Type	Description	Forms of Digital Activism	Interpretation
1.	14/ 08/ 2025		Reels	Describing the consequences of drilled wells and pump wells, @jagasemesta urges people to consider settlement strategies, and hopes to save the remaining spring wells.	Digital Campaign, Production & Distribution Content	This content demonstrates that the digital activism focused on environmental awareness campaigns regarding the impact of drilled wells and pumped wells on sustainable water conservation.

						Through persuasive information delivery, the content not only informs about the risks but also encourages the public to reconsider their settlement patterns and build critical awareness of environmental issues as a form of digital campaigning. Furthermore, the process of content production and distribution through social media demonstrates the benefits of digital platforms as a strategic tool for reaching a broad audience.
2.	16/ 08/ 2025		Reels	Describing the beginning of @jagasemesta's journey in building an environmental care movement, one of which is restoring springs, which currently has more than 30 springs, the description in the caption of the upload says, if you want to, you will do it, just like the movement carried out by	Online Community, Digital Idea Promotion, Content Production & Distribution	The content demonstrates digital activism focused on community building and promoting ideas through the narrative of the @jagasemesta movement's journey. Social media is utilized to build collective identity, increase

				@jagasemesta before it had a name.		audience engagement, and amplify environmental issues within a broader context.
3.	27/08/2025		Reels	Describing the spring that is used by 300 families to meet their needs for bathing and washing clothes, while sedimentation is quite severe, @jagasemesta invites residents to restore the spring, then in the caption there is a question for the audience about what form of support will be given if there is a water restoration activity like this.	Digital Campaigns, Content Production & Distribution	The content demonstrates digital activism by conveying factual information regarding community use of springs, accompanied by a participatory invitation to the audience. This is evident in the direct invitation to the audience through interactive questions about possible forms of support. Social media is utilized to raise awareness and encourage public involvement in water restoration efforts, while also reflecting on environmental issues as a broader issue.
4.	18/09/2025		Feeds	Describing the Spring Restoration and Monitoring movement in Pemalang, this activity is a form of collaboration carried out by LATIN	Digital campaigns, Virtual demonstrations, Online communities, Promotion of digital ideas,	This content demonstrates that digital activism is not only a medium for disseminating information but also for building

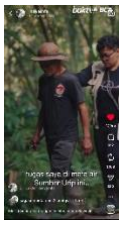
				together with Jejak-in, @jagasemesta, Bakti BCA, and KTH Wana Gandrung. The Head of KTH Wana Gandrung revealed that they need direction, input and assistance in water utilization as a shared responsibility. This collaboration proves that water conservation is a shared responsibility, when the community, community, and institutions collaborate, the hope of sustainable water sources is born.	Content production & distribution	collaboration and collective awareness on environmental issues. This activity indicates efforts to strengthen social networks that are becoming community-based movements. Furthermore, the delivery of messages regarding shared responsibility for environmental preservation reflects a collective participation digital campaign strategy. Social media is being utilized to build awareness, strengthen community networks, and disseminate ideas about sustainable water conservation to the public.
5.	6/10/25		Reels	Describes how the water cycle can become more balanced and longer. The caption explains easy ways to help water return, such as digging infiltration holes, planting local trees and shrubs with strong, water-	Digital campaigns, Promotion of digital ideas, Content Production & Distribution	This post reflects digital activism in the form of a campaign and promotion of ideas focused on educating the public about practical solutions related to the water

				resistant roots, and replacing paving with green areas. This content also encourages viewers to help maintain the water cycle so that springs continue to flow and wells don't dry up during the dry season.		cycle. This content can be categorized as a digital campaign and promotion of ideas, as it not only conveys information but also builds awareness and encourages behavioral change in the audience. Social media is utilized to increase public understanding and encourage behavioral change in maintaining the sustainability of water resources.
6.	29/ 10/ 2025		Reels	Describing the beginnings of the collaboration with Bakti BCA and Jejak-in to restore a spring in Ngantang with Mbah Di. In the caption, @jagasemesta also invited its audience to join as volunteers or contribute in other ways.	Digital Campaign, Digital Idea Promotion	This post demonstrates digital activism in the form of a campaign and promotion of ideas that emphasizes collaboration and public participation, particularly through water restoration activities. This content falls into the category of digital campaigns and promotion of ideas, as it not only conveys information

						about the activities undertaken but also contains a participatory invitation to the audience to get involved as volunteers or make other contributions. Social media is used to expand networks, encourage audience engagement, and strengthen the environmental movement collectively.
7.	31/10/25		Reels	Describes @jagasemesta's journey, which began with a tour of Java to find ways to prevent the water crisis predicted by Bappenas and WRI. Then, she explains the simple steps taken during spring restoration.	Content Production and Distribution	This post reflects digital activism through the production and distribution of content that presents a narrative of the movement's journey and practical solutions related to water restoration. The information presented is based on data and field experience, strengthening public understanding of the water crisis issue in a broader context.

8.	15/ 11/ 2025		Feeds	Describing the invitation to share @jagasemesta's post, it explains that water cycle disasters can be prevented by establishing infiltration holes. This movement is supported by the hashtag #PulangkanAir.	Digital Campaigns, Virtual Demonstrations, Digital Idea Promotion, Content Production and Distribution	This post illustrates digital activism in the form of a campaign that encourages participation through content dissemination and the use of the hashtag #PulangkanAir. Social media is being used to broaden the reach of the message, build public awareness, and collectively strengthen the environmental movement.
9.	15/ 11/ 2025		Reels	Describing the previous content, with the same mission, using #PulangkanAir, @jagasemesta invites its audience to make water absorption holes.	Digital Campaigns, Virtual Demonstrations, Digital Idea Promotion, Content Production and Distribution	This post reflects digital activism through a consistent campaign, the use of the hashtag #PulangkanAir, and a call to action. The call to the audience to build water infiltration holes reflects an effort to communicate concrete solutions that communities can implement independently to maintain the sustainability of water resources. Social media is

						utilized to disseminate ideas and encourage audience involvement in simple actions related to water conservation.
10	5/ 12/ 2025		Reels	Describes Mbah Di's struggle to meet the residents' need for clean water. This year, Mbah Di's efforts were supported by Bakti BCA and Jejakin, as well as by restoring springs with the residents.	Online Community, Digital Idea Promotion, Content Production and Distribution	This post illustrates a digital activism practice focused on strengthening individual narratives of struggle as part of a collective movement to meet the need for clean water. Within the context of digital activism, this content represents the formation of online communities and the promotion of digital ideas, where social media is utilized to strengthen solidarity and disseminate environmental sustainability values. Furthermore, the content production and distribution process demonstrates how these narratives of struggle are

						packaged and conveyed to the wider public to build collective awareness.
11.	02/ 01/ 2026		Reels	Expressing appreciation for the Blitar city government, with a sense of reciprocity, the Blitar government continues to restore the spring in Jundelan. This activity is a collaboration between the Blitar City Government and @jagasemesta.	Digital Idea Promotion, Content Production and Distribution	This post reflects a digital activism practice that emphasizes the importance of collaboration between communities and government institutions in environmental conservation efforts. Within the context of digital activism, this content represents the promotion of digital ideas focused on spreading the values of collaboration and sustainability. Furthermore, the content production and distribution process demonstrates how these messages are disseminated to a wider audience to build collective awareness.

12	03/ 01/ 2026		Reels	Describing the water restoration monitoring journey in Malang, continuing the previous video, this activity is a form of collaboration between Bakti BCA, Jejak-in, and @jagasemesta. The content shows the condition of the spring, the route to the destination, and several introductory clips from villagers and the founder of @jagasemesta about the restoration location. The complete video can be viewed on the @jagasemesta DocSeries YouTube page.	Online Community, Digital Idea Promotion, Content Production and Distribution	This post illustrates a digital activism practice focused on documenting the ongoing monitoring of spring restoration that has been carried out previously. This content represents the formation of an Online Community and the Promotion of Digital Ideas, where the involvement of Bakti BCA, Jejak-in, and the Local Community demonstrates the strengthening of collaborative networks that are characteristic of digital-based social movements. The integrated content production and distribution process with other platforms represents a multi-platform strategy to expand the reach of the information conveyed.

13	25/ 01/ 2026		Reels	Describing the story of how a place was given the same name as Grojogan Village, and the restoration movement carried out by residents to restore the spring in Grojogan Village, the movement with the hashtag #OneSpringAtTime this time collaborated with Kak Arif and @grojogantamanan.official	Virtual demonstrations, Digital idea promotion, Content Production & Distribution	This post illustrates the presentation of a story about Grojogan Village, which serves not only as a contextual introduction but also as a strategy to build an emotional connection between the audience and the issue raised. In the context of digital activism, this content reflects a virtual demonstration and the promotion of digital ideas, where restoration activities carried out in the field are represented in a digital space as an indirect invitation to the audience to understand and emulate similar practices. The use of the hashtag #OneSpringAtTime strengthens the campaign's identity.

Based on the data presented in the table above, it can be seen that content related to water restoration appeared repeatedly throughout the observation period. This indicates a dynamic in the presentation of the issue, where content follows the context of the activities carried out and the specific momentum. This variation interprets that the communication strategy used is adaptive, adjusting the publication time to field activities and the needs of conveying messages to the audience. The consistent emergence of water restoration content across several periods also indicates that this issue is a primary focus of the digital activism practices being carried out by @jagasemesta.

3.2 Discussion

This section discusses research findings related to the digital activism practices carried out by the Instagram account @jagasemesta in raising environmental sustainability issues. The analysis shows that the uploaded content serves not only as a medium for disseminating information but also as an effort to build collective awareness and encourage public participation. Therefore, to further understand these dynamics, the analysis will be examined through the perspective of media literacy and the framework of Globalization-Induced Social Movements (GISMs).

a. Media Literacy

There are 11 pieces of content that illustrate media literacy practices on the Jaga Semesta account throughout the research boundaries, namely 3 pieces in August 2025 (14, 16, and 27), 3 pieces in October 2025 (6, 29, and 31), 1 piece in November 2025 and December 2025, and 3 pieces in January 2026 (2, 3, and 5). In practice, the access aspect is part of media literacy according to (Livingstone, 2004) mentions that there are 4 basic media literacy abilities/skills, one of which is the access aspect, is an element understanding related to the skills of monitoring media codes and symbols. This is proven by the existence ofThe @jagasemesta account utilizes the Instagram reels feature, which interprets message distribution broadly and easily. With different upload formats, such as feeds, @jagasemesta has two similar pieces of content depicting the accessibility aspect: September 18, 2025, and November 15, 2025.

There are 13 contents that implement media literacy practices on the Jaga Semesta account along the research boundaries, namely 3 contents in August 2025 (14, 16 and 27), 1 Content in September 2025 (18), 3 contents in October 2025 (6, 29, 31), 2 contents in November 2025 (15), and 1 Content in December 2025 (5) and 3 contents in January 2026 (2, 3, 5). In practice, the undestranding aspect as part of media literacy according to (Livingstone, 2004) mentions that there are 4 basic media literacy abilities/skills, one of which is the understanding aspect. Understanding is related to the skill of monitoring media codes and symbols.. This is proven by the existence ofThe @jagasemesta account, through its content, conveys information about the impacts of using drilled wells in persuasive and easy-to-understand language (August 14, 2025). This is also evidenced in the post dated August 16, 2025, where the narrative of the movement's initial journey is conveyed through storytelling through captions, making it easier for the audience to understand the background of @jagasemesta. Information about the use of springs by the community is clearly conveyed on August 27, 2025. This is evidenced by the message regarding the collaboration between @jagasemesta Bakti BCA and Jejak-in, which is clearly conveyed in September and October 2025 (18, 29). Explained through content presenting practical solutions that are easy to understand, such as making infiltration holes to help the water cycle become more balanced on October 6, 2025. Explanations based on field experience help the audience understand the concrete issues in the content on October 31, 2025. It is also proven through campaign messages using hashtags conveyed clearly, the goal is to maintain a balanced water cycle, as well as an invitation to make infiltration holes conveyed simply and easily understood the benefits of the goal, which were uploaded in 2 contents on November 15, 2025. The narrative of Mbah Di's individual struggle is conveyed clearly and feels emotional so that it is easy to understand on December 5, 2025. It is proven again in 3 contents in January 2026 (2,3,25) in sequence, namely messages regarding collaboration with the government conveyed clearly by @jagasemesta, the form of movement carried out is the restoration of springs in Jundelan, until visual documentation provides a comprehensive picture to the audience, using the storytelling method helps the audience understand the local context.

A total of 13 contents describe the practice of media literacy on the Jaga Semesta account along the research boundaries, namely 3 contents in August 2025 (14, 16 and 27), 1 content in September 2025 (18), 3 contents in October 2025 (6, 29, 31), 2 contents in November 2025 (15), and 1 content in December 2025 (5) and 3 contents in January 2026 (2, 3, 5). In practice, the analyze aspect is part of media literacy according to (Livingstone, 2004), is the ability to associate codes and symbols with a broader context, This is proven by the existence of Through the @jagasemesta account, the audience is invited to provide a link between the use of drilled wells and the potential for a water crisis in an environmental context (August 14, 2025). This is also evidenced in the post dated August 16, 2025, where the audience can see that the movement is a response to environmental issues, especially the water restoration movement. The audience is invited to understand the social impact

of the condition of the spring on August 27, 2025. This is evidenced by the audience being invited to understand that water conservation is a collective responsibility. The audience is also invited to link simple actions with the impact on the sustainability of the water cycle, in September and October 2025 (18, 6). It is explained through the content that the audience understands the importance of public participation in the environmental movement, especially in this content, namely the restoration of springs on October 29, 2025. The audience can relate the water crisis to the data and reality conveyed through the upload of @jagasemesta on the content dated October 31, 2025. It is also proven through the audience being invited to understand the importance of disseminating information as a form of collective participation and strategic movements that have been designed to achieve the goal of maintaining a balanced water cycle, and the audience is invited to relate small actions to water cycle solutions from the threat of disaster emergency alert, which was uploaded in 2 contents on November 15, 2025. The audience can relate the story of Mbah Di to broader environmental issues such as the sustainability of maintaining water sources on December 5, 2025. It is proven again in the 3 contents of January 2026 (2,3,25) in sequence, namely the audience understands the importance of synergy between communities and institutions, the audience can see the restoration process as a whole, until the audience is invited to relate local stories to broader environmental issues.

A total of 13 contents describe media literacy practices in the aspect of production in the @jagasemesta account throughout the research period, namely 3 contents in August 2025 (14, 16, and 27), 1 content in September 2025 (18), 3 contents in October 2025 (6, 29, and 31), 2 contents in November 2025 (15), 1 content in December 2025 (5), and 3 contents in January 2026 (2, 3, and 25). In practice, the aspects production According to (Livingstone, 2004), media literacy is the ability to create and distribute media content creatively and strategically. This is demonstrated through the content dated August 14, 2025, which is packaged in the form of video footage of a drilled well taken by the audience @jagasemesta, thus demonstrating public participation in the content production process. In the content dated August 16, 2025, the aspect production This is evident in the use of footage from the initial expedition to monitor Java's water resources, which reinforces the movement's narrative. Furthermore, in the content dated August 27, 2025, the content was produced using a combination of visuals and interactive questions to encourage audience engagement. In the content dated September 18, 2025, the aspect production demonstrated through documentation of collaborative activities involving various actors, thus demonstrating the collective dimension in content production. In October 2025, the practice production also seen through the packaging of solution-based educational content presented in an attractive visual manner (October 6), as well as on October 29, 2025 through footage of water restoration combined with direct invitations (call to action) and narrative storytelling in the caption. In addition, in the content dated October 31, 2025, the aspect production realized through packaging content in the form of storytelling based on the documentation of the early journey of the formation of @jagasemesta. In November 2025, the aspect production seen from the packaging of content designed to encourage collective action both digitally and non-digitally (November 15 – feeds), as well as the consistency of use hashtag as a campaign strategy in strengthening the movement's message (November 15 – reels). In the content dated December 5, 2025, the aspect production created in the form of storytelling based human interest which highlights individual stories in environmental issues. Furthermore, in the January 2026 content (2, 3, and 25), aspects production demonstrated through content packaging that highlights the legitimacy and success of the collaboration (January 2), a multi-platform distribution strategy (January 3), and the use of emotional narratives reinforced by hashtag campaign to build audience engagement on broader environmental issues (January 25).

b. GISMs

A total of 11 contents illustrate the practice of collective action carried out by @jagasemesta. There are 3 contents in August 2025 (14,16,27), 3 contents in October 2025 (6,29,31), 1 content in November and December 2025, 3 contents in January 2026 (2,3,25), which contain educational activities for restoration and protecting water sources, digital activism which is depicted in the form of a campaign, in addition to showing digital activism in the form of a content production and distribution campaign, Jaga Semesta also implements a form of media literacy in every post on social media. Jaga Semesta also applies the GISMs model with two elements, namely collective action which is interpreted as digital activity & public participation. According to (Ghosh, 2024), collective

action is defined as a movement that represents a community initiative that develops organically, then strengthened through the use of social media as a strategic instrument in presenting information and mobilizing public participation. From the above description, it is illustrated that the content uploaded on August 14, 2025, is content produced by the audience and contributes to all Jaga Semesta audiences. In addition, the content uploaded on August 16, 2025 also depicts elements, where the uploaded content is a form of flashback of the spring restoration movement carried out by Jaga Semesta. Collective action is shown from the participation of the public who have participated in the water restoration movement. On August 27, 2025, it depicts the same elements, where the uploaded content is a form of collective action by residents to work together to restore the springs they use, as well as the use of media as a form of attracting audiences who want to join together as volunteers in Jaga Semesta.

On September 18, 2025, the meaning of collective action is represented through collaborative actions between the community, communities and institutions that collaborate in maintaining and restoring springs. On October 6, 2025, collective action content is represented through an invitation to carry out a movement to restore water so that the water cycle becomes balanced, the proposed movement is like making infiltration holes. In the content dated October 29, 2025, it still uses the same collective action on GISMs, namely, it is described through information that a spring restoration will be carried out in Ngantang with @jagasemesta in collaboration with Mbah Di, Bakti BCA, and Jejak-in., as well as an invitation to join as a volunteer part of the movement and contribute both directly and indirectly. In the content dated October 31, 2025 where the uploaded content is a form of flashback to the beginning of the formation of @jagasemesta, Collective action is shown from the participation of the public who have participated in the movement carried out by @jagasemesta, In the content dated November 15, 2025 (1), collective action in this content is represented through an invitation to make infiltration holes due to the appeal of disaster emergency status, On December 5, 2025, collective action is described through spring restoration activities with Mbah Di and also the community and volunteers who collaborated with @jagasemesta, Bakti BCA, and Jejak-in. On January 2, 2026, collective action in the content was depicted through information on the implementation of spring restoration in Jundelan with @jagasemesta in collaboration with the Blitar city government, volunteers, and farmer groups. On January 3, 2026, this content was a continuation of the previous content on December 5, 2025 which was still ongoing, in this content collective action was depicted through spring restoration activities with Mbah Di and also the community and volunteers who collaborated with @jagasemesta, Bakti BCA, and Jejak-in. On January 25, 2026, collective action was shown through activities with Grojogan village residents, tracing water points and water source locations for water restoration.

Several pieces of content on the @jagasemesta account also represent GISMs practices in the aspect of movement strategy, which focuses on efforts to formulate messages and communication approaches to achieve movement goals. Movement strategy, according to (Ghosh, 2024), relates to how social movements frame issues and develop steps to mobilize public participation. This is evidenced in the content dated August 14, 2025, where the movement strategy is seen in the delivery of credible information, reinforced through clarification in the comments column to ensure that the movement is based on accurate data. In the content dated October 6, 2025, the movement strategy is realized through the delivery of practical solutions such as the construction of infiltration holes as an effort to maintain the balance of the water cycle. Furthermore, in the content dated October 29, 2025, the movement strategy is seen in emphasizing the goal of restoration activities as an effort to protect and preserve water sources. In the content dated November 15, 2025 (feeds), the movement strategy is demonstrated through the delivery of concrete disaster mitigation steps that can be taken by the community. Meanwhile, in the content dated November 15, 2025 (reels), the movement's strategy is strengthened through a call to return water to the ground as a simple, applicable solution.

A total of 13 pieces of content on the @jagasemesta account also illustrate the practice of GISMs in terms of audience and global reach, according to (Ghosh, 2024) which refers to the movement's ability to reach, engage, and expand public participation through digital media. This is evidenced by the content dated August 14, 2025, where the use of social media allows environmental messages to reach a wider audience. In the content dated August 16, 2025, the global reach is seen in the development of the movement, which has established various chapters in various regions in Indonesia. In the content dated August 27, 2025, the audience is invited to participate as volunteers

through an interactive approach. Furthermore, in the content dated September 18, 2025, the audience reach is expanded through collaboration between various parties who also utilize social media. In the content dated October 29 and 31, 2025, the global audience and reach are reflected in the audience's enthusiasm in the comments section and the dissemination of the movement's narrative to a wider public. In the content dated November 15, 2025, this aspect is strengthened through the use of social media and hashtag as a means of expanding message distribution. Meanwhile, in the content published on December 5, 2025, January 2 and 3, 2026, and January 25, 2026, the global audience and reach were evident through audience support, interaction in the comments section, and content distribution, enabling the spring restoration issue to reach a wider audience.

A number of contents in the @jagasemesta account also represent practices Globalization-Induced Social Movements (GISMs) on the target aspect of the movement, which refers to the target group that the social movement wants to influence. In this context, the target of the movement according to (Ghosh, 2024) is not only limited to certain individuals, but also includes broader community groups according to the issues raised. This is evidenced in the content dated November 15, 2025 (feeds), where the target of the movement is aimed at the wider community, especially urban communities such as the Yogyakarta area and its surroundings, through an invitation to take disaster mitigation actions by creating infiltration holes. Furthermore, in the content dated October 29, 2025, the target of the movement is expanded to audiences who have the potential to become volunteers, shown through a participatory invitation to be directly involved in spring restoration activities. Meanwhile, in the content dated August 27, 2025, the target of the movement also includes local communities affected by the condition of the spring, as well as digital audiences who are invited to provide support for restoration activities. Thus, the target of the movement in the practice of digital activism @jagasemesta is inclusive, encompassing the general public, local communities, and digital audiences who have the potential to be involved directly or indirectly in environmental conservation efforts.

4. Conclusion

Based on the research results, it can be concluded that the research objective of analyzing the role of digital activism and media literacy practices in advocating for environmental sustainability issues through the Instagram account @jagasemesta has generally been achieved. The findings indicate that the account is capable of representing grassroots-based digital activism that focuses on spring restoration issues, as well as utilizing social media as a means to build collective awareness and encourage public participation. Within the framework Globalization-Induced Social Movements(GISMs), the practice of digital activism is reflected in elements of collective action, movement strategies, and expanding audiences and global reach. Meanwhile, media literacy plays a role in shaping audiences' critical understanding through the presentation of informative, persuasive, and participatory content.

However, this study also found inconsistencies in the intensity of content publication across periods. Although water restoration remains a substantial primary focus, the uneven frequency of uploads indicates that the digital activism practices undertaken have not been fully managed sustainably in terms of content distribution. This indicates a gap between the consistency of the movement's narrative and the consistency of the implemented digital communication strategy. Therefore, it can be concluded that the digital activism carried out by @jagasemesta has been effective in raising awareness and encouraging public participation, but still requires strengthening in the consistency of content production and distribution so that the resulting advocacy impact can be more optimal and sustainable.

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