

ENVIRONMENTAL AWARENESS MESSAGE IN THE POSTS OF THE INSTAGRAM ACCOUNT 'SYSTOGREEN.ID' (A STUDY OF ROLAND BARTHES' SEMIOTIC ANALYSIS)

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ABSTRAK

Media sosial adalah platform online yang digunakan untuk berinteraksi, berbagi informasi, dan mempromosikan bisnis atau personal branding. Instagram, sebagai salah satu platform media sosial berbasis foto dan video, digunakan untuk berbagi konten visual, berinteraksi dengan pengguna lain, serta mempromosikan produk, layanan, atau personal branding. Salah satu akun Instagram yang fokus pada isu lingkungan adalah @systogreen.id, yang menyampaikan pesan dan edukasi mengenai peduli lingkungan melalui postingannya. Dalam setiap unggahannya, terdapat pesan verbal maupun non-verbal yang dapat dianalisis untuk memahami makna yang terkandung dan bagaimana pesan tersebut mendorong kesadaran lingkungan di masyarakat. Penelitian ini bertujuan untuk mendeskripsikan pesan yang terkandung, baik secara eksplisit maupun implisit, dalam postingan Instagram @systogreen.id. Metode penelitian yang digunakan adalah kualitatif, dengan pendekatan teori semiotik Roland Barthes dan teori tentang lingkungan. Hasil penelitian menunjukkan bahwa postingan Instagram @systogreen.id menyampaikan beragam pesan terkait pemisahan sampah, pengelolaan sampah organik, serta edukasi dan kesadaran lingkungan. Pesan-pesan tersebut dikemas secara efektif melalui visual dan teks yang mampu menginspirasi masyarakat untuk lebih peduli terhadap lingkungan.

Kata Kunci : Pesan peduli lingkungan,Instargam,semiotik.

ABSTRACT

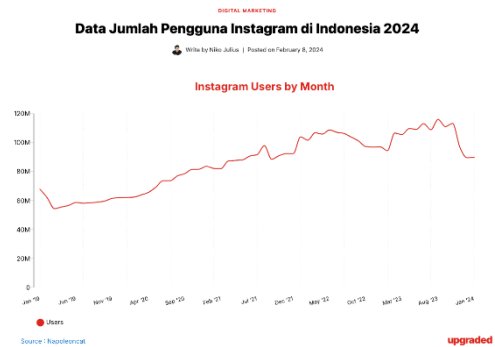
Social media is an online platform used for interaction, information sharing, and promoting businesses or personal branding. Instagram, as one of the photo and video-based social media platforms, is used to share visual content, interact with other users, and promote products, services, or personal branding. One Instagram account that focuses on environmental issues is @systogreen.id, which conveys messages and education about environmental awareness through its posts. Each post contains both verbal and non-verbal messages that can be analyzed to understand the underlying meanings and how these messages encourage environmental awareness in society. This study aims to describe the messages, both explicit and implicit, contained in the Instagram posts of @systogreen.id. The research method used is qualitative, with an approach based on Roland Barthes' semiotic theory and environmental theory. The results of the study show that the Instagram posts of @systogreen.id convey a variety of messages related to waste separation, organic waste management, as well as education and environmental awareness. These messages are effectively packaged through visuals and text, capable of inspiring society to be more environmentally conscious.

Keywords: Environmental care message, Instagram, semiotics.

INTRODUCTION

Globalization and technological advancements have brought about major changes in the way humans interact and share information. In this digital era, social media has become one of the main pillars of global communication, allowing people from all over the world to connect and share experiences. Instagram, as one of the most popular social media platforms, offers a unique and visual way to communicate. With features such as Stories, IGTV, and Reels, Instagram allows users to share photo and video content, as well as promote products, services, or personal branding.

This makes Instagram a very effective tool in building relationships between users and global audiences. In the context of globalization and ever-evolving technology, social media is not only a communication tool, but also a platform used to spread ideas and influence public opinion. Instagram, with its strong visual approach, is an effective means of conveying educational and inspirational messages.



<https://upgraded.id/data-nomor-user-instagram-di-indonesia>

One Instagram account that uses the platform for educational purposes is @systogreen.id, which focuses on environmental issues. This account uses the power of visuals and text to spread awareness about the importance of a sustainable and eco-friendly lifestyle. By combining eye-catching images and powerful messages, @systogreen.id has succeeded in inspiring its followers to care more about the environment.

Through its various uploads, @systogreen.id conveys messages that encourage the audience to take real action in protecting the environment. The content presented covers topics such as waste separation, organic waste management, and the use of environmentally friendly products.

Each post not only serves as a means of education, but also as a call to action, with the hope of changing the mindset and behavior of its followers towards a more environmentally responsible lifestyle.

These messages are delivered using a combination of engaging visuals and easy-to-understand text, so they can reach a wide range of audiences, from teenagers to adults. The approach used by @systogreen.id shows how social media can be an effective tool in spreading environmental awareness.

Through semiotic analysis, we will see how each visual element and text in the uploads on this account has a certain meaning designed to influence the audience. Roland Barthes, a semiotics expert, stated that signs in a text or image have denotative (literal meaning) and connotative (additional, deeper meaning) meanings. In this context, every element in the uploads of @systogreen.id, from the color, image composition, to the choice of words, can be analyzed to understand the message they want to convey and

how the message is interpreted by the audience.

This study uses a qualitative method with Roland Barthes' semiotic theory approach to analyze how @systogreen.id conveys environmental messages. By analyzing the signs and symbols in each upload, this study aims to understand how the meaning of the environment and sustainability is constructed in the content.

This analysis will not only explore the explicit meanings seen on the surface, but also the implicit meanings contained behind both verbal and non-verbal elements. With this approach, this study is expected to provide deeper insights into how social media can be used as a tool to influence public opinion and encourage more pro-environmental actions.

Based on the identification of the background of the problem, the author focuses the research to discuss How is the semiotic analysis of environmental care messages in the posts of the Instagram account

"systogreen.id". The objective to be achieved in this study is to describe How is the semiotic analysis of environmental care messages in the posts of the Instagram account "systogreen.id".

The benefits expected by the author are to know and develop knowledge about semiotic analysis of environmental care messages in Instagram account posts "systogreen.id".

Theoretical Benefits
It is hoped that this research can provide contributions in the form of input and additional knowledge in the field of marketing communication systems that continue to develop, so that academics can gain a deeper understanding of semiotic analysis through the results of this study.

Practitioner Benefits
From the practitioner's perspective, this research can provide contributions in the form of valuable ideas for related parties, especially in the context of semiotic analysis of environmental care messages in Instagram account posts "systogreen.id".

LITERATURE REVIEW

Previous research related to this research as material for consideration used by researchers

1. Research result The Secret (2020) Titled "Roland Barthes' Semiotic Analysis of the Covid-19 Prevention Campaign" using a qualitative descriptive method approach. taken with observation and literature techniques with the aim of finding out the meaning contained in the Covid-19 prevention campaign based on Roland Barthes' semiotic analysis. the study found that Covid-19 disease has become a global pandemic including in all provinces in Indonesia. Information about the pandemic has been provided by the government because it is important to increase awareness and understanding of everyone (Adella Halim et al, 2020). The information about Covid-19 that is published is a campaign to promote personal hygiene in reducing the spread of Covid-19, which is called 'breaking the chain' (El Alaoui, 2020).
2. Research result The Power of Allah (2021) entitled "Semiotic analysis of

the meaning of photos in Giring's campaign billboards for president 2024" using a qualitative approach with a descriptive method, taken from Research, Observation and Documentation, with the aim of finding out the Semiotic meaning of Photos in Giring's Campaign Billboards for President 2024. The study found the semiotic meaning of Giring's Campaign Billboard Photos for President 2024, there are various signs, image texts, symbols and colors in the billboards that have their own meanings.

3. Research result Patriansah et al. (2022) entitled "Semiotics of Roland Barthes in the Rinso advertisement 'Yuk Mulai Bijak Plastik' uses a qualitative approach with a descriptive method. taken from observation data, with the aim of seeing the coding system and layers of denotation and connotation signs in the Rinso advertising campaign 'Yuk Mulai Bijak Plastik. The study obtained the results of the semiotic approach in the study of the advertisement "Yuk Mulai Bijak Plastik" identifies signs individually, such as themes and typography, to

reveal the coding system that communicates messages through denotation and connotation. According to Barthes, signs require representation outside of themselves, such as the color red for courage. The combination of these signs, as in the "menu" at the Padang restaurant, forms a syntagm that conveys the overall meaning.

4. Research result The Sultan (2019) entitled "Semiotic analysis of political campaign messages on billboards for the 2014 Jokowi-JK presidential and vice presidential elections in Makassar City" with a qualitative approach with descriptive methods, taken from primary and secondary data, with the aim of knowing the Semiotic analysis of political campaign messages on billboards for the 2014 Jokowi-JK presidential and vice presidential elections in Makassar City, the study obtained mapping results on the first billboard there are two icons, six indices and three symbols, while on the second billboard there are two icons, six indices and three symbols, the third billboard there are two icons, seven indices and three symbols, the

fourth billboard there are two icons, six indices and two symbols, the fifth billboard there are two icons, six indices and two symbols, on the sixth billboard there are two icons, six indices and two symbols and finally on the seventh billboard there are two icons, six indices and two symbols.

5. Research result Lesilolo et al. (2021) entitled "The Meaning of Continuity of the Green Beauty Campaign by Garnier Cosmetics" with a qualitative approach with a descriptive method, taken from a documentation study, with the aim of finding out the meaning of continuity of the green beauty campaign through signs from the Garnier cosmetic advertising scene. The study obtained the results of the meaning of continuity, by taking real action to become green beauty. Becoming green beauty is explained through verbal and non-verbal signs. Marked through each scene of the Garnier green beauty campaign advertisement has a meaning of continuity that is found. Real action starts from the production process to the processing of Garnier cosmetic waste.

State of The Art(soTA) has great significance in research, functioning to understand the development of science in a particular field and general problems being researched so that researchers can identify problems that can make a contribution. (Jeka et al., 2023). Through references to previous research, researchers can obtain comparative material as a basis for reference and avoid duplication with the research being conducted. In this literature review, researchers noted several findings from selected previous research.

1. Study The Secret (2020) Titled "Roland Barthes' Semiotic Analysis of the Covid-19 Prevention Campaign" this study adds to the literature on semiotic analysis in public health campaigns, with a particular focus on the Covid-19 prevention campaign in Indonesia. Roland Barthes' semiotic approach allows for a deeper analysis of the implicit and explicit meanings in campaign messages, which not only inform but also shape people's behavior in dealing with the pandemic. The results of this study

enrich the understanding of how visual and verbal messages in health campaigns can influence public perceptions and actions, and show how semiotic methods can be used effectively in crisis communication analysis.

2. StudyThe Power of Allah (2021)entitled "Semiotic analysis of the meaning of photos in Giring campaign billboards for president 2024" This study adds to the discourse on semiotic analysis in political communication, especially in the context of visual campaigns. This approach emphasizes the importance of visual elements in shaping public perceptions of political candidates. Thus, this study contributes to a broader understanding of how visual messages in political billboards influence voter opinions and decisions, and shows the relevance of semiotic analysis in contemporary political communication studies.
3. StudyPatriansah et al. (2022)entitled "Roland Barthes' Semiotics in Rinso's Advertisement 'Let's Start Being Wise with Plastic'" This study broadens the understanding of how advertisements use semiotics to convey environmental messages effectively. By analyzing the combination of signs in the context of advertising, this study confirms the relevance of Barthes' approach in understanding how advertising messages are encoded and translated by audiences. It contributes to the literature on visual communication, particularly in the study of advertising aimed at changing consumer behavior towards more sustainable practices.
4. StudyThe Sultan (2019)entitled "Semiotic analysis of political campaign messages on billboards for the 2014 Jokowi-JK presidential and vice presidential elections in Makassar City" This study strengthens the understanding of the role of visual signs in political communication, especially in the context of the presidential election campaign in Indonesia. Through mapping semiotic elements on billboards, this study shows how icons, indexes, and symbols are used consistently to build images and convey political messages to the public. These results contribute to the literature on semiotics in political

communication, providing insight into the visual strategies used in campaigns to influence voter perceptions at the local level.

5. Study Lesilolo et al. (2021) titled "The Meaning of Sustainability in Green Beauty Campaign by Garnier Cosmetics" This study deepens the understanding of how cosmetic companies such as Garnier use semiotics to communicate commitment to sustainability through advertising. By analyzing how each scene of the advertisement contains a sustainability message, this study contributes to the literature on marketing communications that focus on sustainability. It shows how signs in advertising can create a strong and relevant sustainability narrative for consumers, emphasizing the importance of visual communication in sustainability campaigns.

Research GAP is information that has not been revealed in previous research, to be used as a basis for further research by researchers, it is necessary to understand the identification of gaps and deficiencies in previous research, so that these

gaps and deficiencies can then be covered by researchers in their research.

The studies reviewed all used a qualitative approach with descriptive methods, allowing for in-depth analysis of meaning and messages. They relied on semiotic theory, particularly Roland Barthes' theory, to examine signs and symbols in a variety of contexts, with an emphasis on visual and verbal messages in shaping public meaning and perception. However, there are significant differences between these studies, both in context, objects, and data collection methods.

1. Research Context:

The Secret (2020) focus on the Covid-19 prevention campaign, The Power of Allah (2021) analyzing the 2024 presidential political campaign billboards, Patriansah et al. (2022) assessing Rinso's advertisements related to plastic. The Sultan (2019) reviewing political campaign billboards for the presidential and vice presidential

elections, Lesilolo et al. (2021) examining Garnier cosmetics sustainability campaign.

2. Research Object:

The Secret (2020) focuses on health campaigns. The Power of Allah (2021) studying photos on political billboards. Patriansah et al. (2022) review product advertising. The Sultan (2019) reviewing political campaign billboards. Lesilolo et al. (2021) researching cosmetic advertisements.

3. Lack:

The Secret (2020) has a limited focus on Covid-19 health campaigns, without exploring other variations in health campaigns. The Power of Allah (2021) may focus on one political candidate, which may limit the generalizability of the findings to broader political contexts. Patriansah et al. (2022) only discusses one ad, so it may not cover variations in other environmentally related ad campaigns. The Sultan (2019) limited to one context of

political elections and billboards, may be less relevant for political campaigns outside Indonesia or other types of media. Lesilolo et al. (2021) focusing on one cosmetic brand may limit the application of the findings to other brands or industries.

Novelty/Research novelty

This study provides innovation by analyzing environmental messages from the Instagram account @systogreen.id using Roland Barthes' semiotic theory, which has not been widely used in the context of social media. Different from previous studies that focused on political or health campaigns, this study looks at how images and texts in Instagram posts can shape environmental awareness and influence people's behavior. The novelty of the research from Barthes' semiotic theory is how this theory is applied to understand images and texts on social media, especially on environmental issues. This study fills the gap in previous studies by looking at how visual and narrative elements can shape

people's awareness and behavior. This shows that social media is not only for providing information, but can also change the way people think and act towards the environment.

DRAFT

The environment is the totality of external conditions, both physical and biological, that affect the lives of living things in an ecosystem. It includes elements such as air, water, soil, plants, animals, and the interactions between them, which together form the natural environment in which humans and other living things live. The environment also includes human-created factors, such as buildings, technology, and policies that affect how we interact with the natural world. According to (Otto Soemarwoto) defines the environment or living environment as everything that exists in every living thing or organism and affects its life.

Meanwhile, according to (Salim Emil), the environment is all objects, conditions, circumstances and influences that exist in the space we occupy and affect living things

including human life. The definition of the environment is also emphasized by the government through juridical (Law no. 32 of 2009) States that the environment is a unity of space with all objects, power, conditions and living creatures, including humans and their behavior, which affect nature itself, the continuity of life and the welfare of humans and other living creatures.

Types of Environment:

a. Natural environment

is a natural environment consisting of various natural resources and ecosystems with their components, both physical and biological. The natural environment is dynamic because it has a very high level of organism heterogeneity.

b. Artificial Environment

Artificial environment includes man-made environment built with the help or input of technology, both simple technology and modern technology. Artificial environment is less diverse because its existence is always aligned with human needs.

c. Social Environment

The social environment is formed because of social interaction in society. This social environment can form a certain artificial or built environment related to human behavior as a social being. The relationship between individuals and society is very close and mutually influences and depends on each other.

Caring for the environment is an attitude and action that seeks to prevent damage to the surrounding natural environment and develop efforts to repair natural damage that has already occurred. Attitudes and behaviors related to nature and the surrounding environment can be shown including: (1) working hard, (2) thinking far ahead, (3) respecting health, (4) devotion. An attitude of caring for the environment is an obligation of all humans towards nature. Humans as social beings are also obliged to interact with nature, humans are obliged to protect the environment and preserve the environment and prevent environmental damage.(Muchlas & Hariyanto, 2013:47).

Instagram is a mobile application launched in 2010.(Ibba et al., 2015), which is one of the social media platforms for sharing information in the form of photos. Instagram users can also share information in the form of videos, but with a very limited duration of less than 60 seconds. However, the number of Instagram users is always increasing, based on data as of June 2018 shows that monthly active users registered on Instagram have reached 1 billion(Statista, 2018). Then, still referring to the data from Statista quoted byThe Last Supper (2018)that Indonesia is one of the countries with the largest number of Instagram users in the world.

THEORY

Semiotics is the science that studies the system of signs or symbols or the study of sign giving Semiotics is usually defined as the general study of the use of signs and symbols that are part of a coding system used to convey information. Semiotics includes signs or symbols that are visual and verbal (signals that can be accessed and received by all our

senses) When these signs or symbols form a code system, they will directly convey information or written messages about all human activities and behaviors(Surahman, 2018).

A sign is anything that can be taken as a marker that has meaning to replace something else. At a certain point in time, another thing or symbol may not really exist in semiotic theory. Therefore, semiotics is basically a discipline that studies everything that can be used to express a lie, and vice versa cannot be used to express the truth.(Alfian, 2015). Semiotics or the study of signs, has created an important ideological tradition in communication theory. The center of this concentration is the sign. This theory explains signs and how they work is called semiotics, and this theory will provide another approach(Fiske, 2018).

Semiotics, as we call it, has three areas of study, namely: a. The sign itself. Signs are human constructions. and can only be understood in the context of the people who occupy the sign.

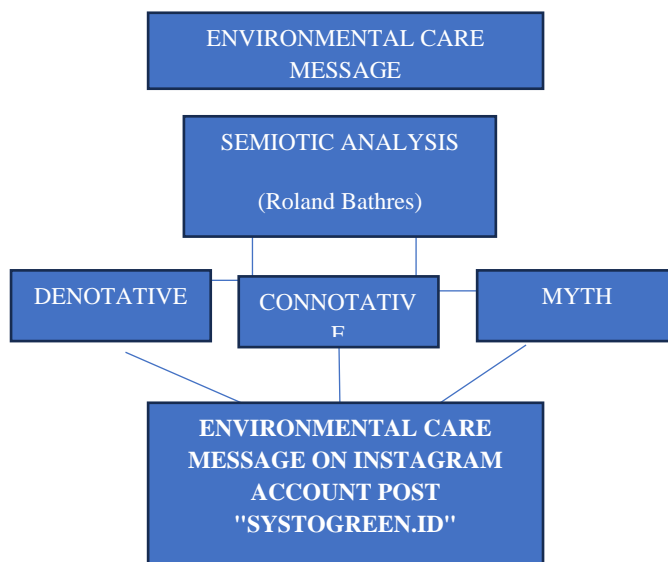
- b. Codes or systems with characters that exist in the organization This study is concerned with the development of different codes to meet social or cultural needs or using available communication channels to connect these codes.
- c. The culture in which codes and signs operate. Which in turn depends on the use of codes and signs for its own existence and form.(Vera, 2015).

Barthes' semiotic theory is almost literally derived from Saussure's theory. Roland Barthes said that language is a system of signs that reflects the representation of a particular society at a particular time. In the study of semiotics, there are three concepts regarding the meaning of images, namely denotation, connotation, and myth. Barthes. Explains that the first level of meaning is the relationship between the signifier and the signified in a sign with reality.external.

1. Penanda (<i>Signifier</i>)	2. Petanda (<i>Signified</i>)
3. Tanda Denotatif (<i>Denotatif Sign</i>)	
4. Penanda Konotatif (<i>Connotative Signifier</i>)	5. Petanda Konotatif (<i>Connotative Signified</i>)
6. Tanda Konotatif (<i>Connotative Sign</i>)	

<https://images.app.goo.gl/tWxDFkspxjih7xXo8>

FRAMEWORK OF THINKING



RESEARCH METHODS

The type of research used in this study is descriptive qualitative. Research using semiotic analysis is a research technique for communication studies that tends to be more directed at the source and recipient of the message. The part studied is the Semiotic Analysis of the Meaning of Photos in environmental care messages on the Instagram account post "systogreen.id" taken using

observation techniques. I made direct observations on the Instagram account "systogreen.id". The data that has been collected is then analyzed qualitatively using Roland Barthes' semiotic analysis.

RESULTS AND DISCUSSION

Instagram account systogreen.id discusses waste management education and can be analyzed using Roland Barthes' semiotics. In each post there is the use of certain signs to influence perception and an invitation to the message of caring for the environment on Instagram account systogreen.id. The use of this mark can be seen in several of his posts.

The first stage in examining a sign is seeing background of the sign, namely the signifier and the signified. At this stage, the assessment focuses more on the denotative meaning of the sign, which is related to the language used. After understanding the denotative meaning of the sign, we can proceed to the second stage, namely examining the connotative meaning of the sign. At this stage, cultural aspects also play an important

role in assessing the meaning of the sign.

1. *Post June 8, 2024*



In this post there is information about organic waste which can become a nest for flies which transmit diseases such as diarrhea and typhoid if not managed properly..

Analysis :

1. Signifier: The organic waste depicted in the post is the primary visual and verbal element. The image or description of the poorly managed organic waste is the focus of the message.
2. Signified: Unmanaged organic waste symbolizes potential health hazards, such as the spread of diseases caused by flies, such as diarrhea and typhoid. Organic

waste becomes a source of problems if not handled properly.

3. Denotative Sign: Denotatively, this information shows the literal fact that piled up and unmanaged organic waste can attract flies, which can then spread disease. This is the direct meaning of the message conveyed explicitly in the post.

4. Connotative Signifier: At the connotative level, organic waste that is not managed properly can also be seen as a symbol of negligence in maintaining the environment and health. Negligence in managing waste reflects the lack of public awareness of the importance of proper waste management.

5. Connotative Signified: Diseases caused by flies that thrive in organic waste provide symbolic meaning that lack of environmental management can lead to serious consequences, both for human health and the ecosystem. This also symbolizes the close relationship between environmental cleanliness and community welfare.

6. Connotative Sign: The connotative message of this post is that proper waste management is essential not only to maintain cleanliness, but also to protect public health. Ignored organic waste becomes an environmental myth, where waste is considered unimportant, when in fact its impact is very dangerous for health and the surrounding environment.

Table 1, Roland Barthes Analysis

Information	
Denotation	Organic waste can become a nest for flies that transmit disease if not managed.
Connotation	Poor waste management shows negligence in protecting the environment and health.
Myth	An environment that is not well maintained will have a negative impact on public health.

2. *Posted June 12, 2024*



In this post, there is information about the 3 benefits of managing organic waste, namely reducing the volume until it ends up in the landfill, reducing environmental pollution, and empowering the community's economy.

Analysis :

1. Signifier: Information about the benefits of organic waste management, including reducing the volume of waste in landfills, reducing environmental pollution, and empowering the community economy.
2. Signified: This message implies that organic waste management can provide significant benefits to the environment and society. These three benefits lead to positive outcomes in various

aspects of life: environmental health, reduced burden on landfills, and economic empowerment through waste management.

3. Denotative Sign: Denotatively, this information conveys the direct fact that organic waste management can:

1. Reducing the volume of waste that ends up in landfills.
2. Reducing environmental pollution caused by waste.
3. Increasing the economic potential of the community through recycling or utilization of organic waste.

4. Connotative Signifier: At the connotative level, the benefits of organic waste management also serve as a symbol of environmental awareness and responsibility. This shows that organic waste, which is usually considered waste, can have added value if managed properly, and the community can reap good results from proactive actions in protecting the environment.

5. Connotative Signified: Organic waste management provides a symbolic meaning that environmental care actions not only affect environmental cleanliness and health, but also have economic potential that can help empower communities. This reflects the relationship between environmental sustainability and economic well-being.

6. Connotative Sign: The connotative message of this information is that organic waste management is a multifunctional solution that not only maintains environmental cleanliness but also opens up economic opportunities for the community. Environmental myths that often ignore the potential of organic waste are challenged by the reality that such waste can be a valuable resource if managed properly.

Table 2, Roland Barthes Analysis

Information	
Denotation	Organic waste management can reduce the volume of waste in landfills, pollute the environment, and empower the

	community's economy.
Connotation	Organic waste management is a symbol of environmental responsibility that can also generate economic benefits for the community.
Myth	Ignored organic waste can have a big impact if processed wisely, both for the environment and the community's economy.

3. Post June 14, 2024



In this post there is information about the benefits of compost fertilizer, including:

1. Reducing the use of chemical fertilizers.
2. Plant roots become stronger.
3. Reduces diseases, pests and weeds.
4. Chemical-free plant products.

Analysis :

1. Signifier: Information about the benefits of compost fertilizer which includes:
 - Reducing the use of chemical fertilizers.
 - Strengthens plant roots.
 - Reduces diseases, pests and weeds.
 - Produces chemical-free crops.
2. Signified: This message shows that compost brings many benefits to agriculture and plant health. The use of compost is not only an environmentally friendly alternative, but also a solution to improve plant quality and maintain soil health.
3. Denotative Sign: Denotatively, this information conveys the direct fact that the use of compost fertilizer:

1. Reducing dependence on chemical fertilizers that can damage soil and plants.
2. Strengthens plant roots, allowing plants to grow healthier.

3. Reduces the risk of attacks by pests, diseases and weeds that commonly occur in plants.
 4. Produces healthier plant products because they are free from harmful chemical residues.
4. **Connotative Signifier:**
On a connotative level, compost can be seen as a symbol of sustainability and natural farming. Compost represents a healthier and more environmentally friendly approach to farming, where the harvest is free from chemical contamination and emphasizes natural methods.
5. **Connotative Signified:**
The use of compost provides a symbolic meaning that organic farming is a way to keep the soil and plant ecosystem healthy. It also shows that sustainable farming not only protects the environment but also produces safer and healthier products for consumers.
6. **Connotative Sign:** The connotative message of this information is that compost reflects ecological awareness and the importance of maintaining the balance of nature in agricultural practices. Compost

challenges the myth that chemical fertilizers are necessary for successful farming, and instead offers a more natural and sustainable alternative.

Table 3, Roland Bathres Analysis

Information	
Denotation	Compost reduces the use of chemical fertilizers, strengthens roots, reduces pests, and produces chemical-free crops.
Connotation	Compost fertilizer is a symbol of sustainable agriculture that maintains ecosystem balance and produces healthy products.
Myth	The myth that modern farming requires chemical fertilizers is challenged by the fact that compost offers a better natural alternative.

4. Posted July 9, 2024



In this post, there is information about KLHK appealing to Indonesia to reduce 10.92 million tons of waste ending up in landfills with independent composting which can reduce GHG emissions.

Analysis :

1. Signifier: Information regarding the KLHK (Ministry of Environment and Forestry) appeal regarding the reduction of 10.92 million tons of waste ending up in landfills through independent composting and its impact on reducing Greenhouse Gas (GHG) emissions.
2. Signified: This message illustrates the importance of self-composting as a practical solution that is expected to reduce the amount of waste in landfills and at the same time reduce greenhouse gas emissions, which contribute to climate change.
3. Denotative Sign: Denotatively, this information shows the literal fact that

KLHK urges the public to reduce the amount of waste that ends up in landfills by means of independent composting. With this, the public can help reduce greenhouse gas emissions from unmanaged waste.

4. Connotative Signifier: At the connotative level, the appeal: KLHK can be seen as a symbol of national awareness and collective responsibility in addressing environmental issues. Independent composting is a sign of individual action that can have a major impact on environmental sustainability, especially in terms of tackling emissions that are harmful to the global climate.
5. Connotative Signified: Independent composting reflects ecological awareness and real action in facing the challenges of climate change. This shows that community participation in small efforts such as composting at home can have a significant impact

on reducing GHG emissions and improving the environment in general.

6. **Connotative Sign:** The connotative message of this information is that independent composting is not only a waste management solution, but also a strategic environmental action that can help Indonesia achieve its emission reduction targets and maintain ecosystem balance. It also illustrates the important role of every individual in protecting the earth from the threat of climate change.

Table 4, Roland Barthes Analysis

Information	
Denotation	KLHK calls for a reduction of 10.92 million tons of waste in landfills through independent composting, which can reduce greenhouse gas emissions.
Connotation	Independent composting is a symbol of individual participation in protecting the environment and contributing to reducing GHG emissions.
Myth	The myth that only big steps can save the

	environment is debunked by the fact that small actions such as self-composting can have a big impact on reducing emissions and managing waste.
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CONCLUSION

Based on the results and discussion of environmental care messages in the posts of the Instagram account "systogreen.id" shows that each post contains signs that convey messages about the importance of environmental management, especially organic waste.

Denotative analysis shows direct facts, such as the dangers of organic waste that can transmit disease or the benefits of using compost. Meanwhile, connotative analysis digs deeper meanings, such as symbols of the lack of public awareness in managing waste and the importance of environmental responsibility.

The connotative messages of this account emphasize that simple actions, such as waste management and self-composting, can have a significant impact on the

environment, such as reducing greenhouse gas emissions. This account also challenges the myth that only big actions can save the environment, by showing that small steps are also important in maintaining the balance of the ecosystem and public health.

When associated with the concept of the environment, this account explains that the environment is a unity of all physical, biological, and social aspects that affect the lives of living things. as explained by Otto Soemarwoto and Salim Emil.

The @systogreen.id account consistently shows the importance of human interaction with the environment, both natural and artificial, by emphasizing the importance of environmentally conscious behavior. This attitude is in line with the definition of the environment according to Law no. 32 of 2009, which underlines that human behavior has a significant impact on the well-being of living things and ecosystems.

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