

ABSTRACT

From 2019 to 2021, Indonesia was hit by quite intense natural disasters. This is the impact of the climate crisis which is influenced by natural factors or human activities. One of the important roles to provide various information and also as a tool for action for environmental activists in digital activism is social media. Instagram has become a platform for digital activities regarding the environment, as well as making it one of the actions that must be taken by the government to overcome the climate crisis. This is able to provide a perspective for the community that there is a value of trust built by the media. However, the perspective of truth presents the pros and cons of the text made. In this research, the researcher tries to analyze a text and the meaning it produces. The researcher used a descriptive qualitative approach and the analytical method of Teun A. Van Dijk. In the analysis process, analyzing 5 Instagram posts from the @greenpeaceid Instagram account, regarding the climate crisis that occurred, one of the titles was "Extraordinary Steps to Face the Climate Crisis From President Jokowi", "South Kalimantan is Back Submerged, Ecological Damage Never Stopped", "Recap of Disaster Beginning of 2021" and "Is there an increase in climate commitment from Indonesia?". This study discusses how the meaning stored in the Climate News regarding the climate crisis, then the government's handling, and also the opinion made by @greenpeaceid. Social media @greenpeaceid has an ideology in producing post content with opinions to construct audiences in an effort to provide information, education, and facts about what happened with government commitments. The impact that occurs is also related to the social context in the news made by @greenpeaceid.

Key Words: Discourse Analysis, Social Context, Climate Crisis, Government Handling, Instagram.