

#JagaAirKita in the Digital Era: A Study of an Environmental Campaign on Instagram

Annisa Permatasari¹, Aliya Ramdhani Hafiz², and John William Candra³

^{1,2} Institut Komunikasi dan Bisnis LSPR, Jakarta, Indonesia

³ Universitas Pelita Harapan, Jakarta, Indonesia

ABSTRACT

Jakarta, Indonesia's capital, faces intertwined crises of land subsidence, sea level rise, and water pollution, making it a crucial context for crisis communication. The DKI Jakarta Water Resources Agency launched the #JagaAirKita ("Let's Protect Our Water") campaign via Instagram (@sobatair.jkt) to raise public awareness and engagement. This qualitative case study analyzes the campaign using Aristotle's rhetorical appeals ethos, pathos, logos and dialogic theory. Findings show the campaign employs a dual ethos: projecting state authority while positioning itself as a relatable community ally. Pathos is effectively used through emotive storytelling that connects with youth audiences. However, its challenge with logos, particularly in presenting technical data, reflects reliance on the knowledge-deficit model, which assumes information alone changes behavior. From a dialogic perspective, the campaign blends online and offline activities, showing potential for two-way engagement, yet remains largely top-down. While it fosters awareness, it has not fully embraced collaborative, community-centered approaches that empower public participation. This study offers insights into environmental communication and digital governance in climate-vulnerable megacities, suggesting a strategic shift from purely informational methods toward relational, dialogic engagement to build sustained public involvement in addressing water-related environmental risks.

KEYWORDS

Environmental Communication;
Digital Campaign;
Rhetorical Analysis; Public Engagement;
Jakarta

INTRODUCTION

The global climate crisis manifests with unique and alarming intensity in the world's coastal megacities. Among them, Jakarta, the sprawling capital of Indonesia, presents a case of such profound environmental precarity that it necessitates a re-evaluation of public communication as a discipline of crisis. The city is not merely facing future threats; it is actively contending with a confluence of existential challenges that demand urgent and effective public engagement. In this context of acute socio-environmental vulnerability, the DKI Jakarta Water Resources Agency (Dinas SDA) launched the #JagaAirKita campaign, a government-led initiative operating within the digital public sphere to mobilize citizen awareness and action. This paper provides a critical analysis

of this campaign, examining its persuasive strategies and its model of public engagement. By situating the #JagaAirKita initiative within the academic discourse on digital environmentalism and government communication, this study identifies a critical research gap concerning the rhetorical and dialogic dimensions of state-sponsored environmental campaigns in the Global South.

The urgency underpinning the #JagaAirKita campaign arises from Jakarta's intensifying and multidimensional water crisis. The capital is sinking at an alarming pace, with land subsidence recorded between 5 to 11 cm annually across much of the city and reaching up to 28 cm per year in parts of North Jakarta's coastal zones (Smith, 2023). This phenomenon is driven largely by the overextraction of groundwater by households and industries—a practice necessitated by the limited accessibility and affordability of the municipal piped water system (Afghani, 2011). The consequences are stark: structural damage to buildings and critical infrastructure, escalating flood risks, and the displacement of vulnerable communities, particularly low-income populations residing in coastal areas (Smith, 2023).

The crisis is further exacerbated by global sea-level rise, with climate models projecting that without decisive intervention, large portions of North Jakarta could be permanently inundated by 2050 (Smith, 2023). Meanwhile, the city's surface water resources are severely degraded. Official data indicate that 96% of Jakarta's surface water is heavily polluted, contaminated by industrial effluents, agricultural runoff, and—most critically—untreated domestic waste (Dinas Lingkungan Hidup DKI Jakarta, 2022). This renders rivers unusable as direct water sources and poses a serious public health emergency. High concentrations of pollutants, including *Escherichia coli*, are linked to the prevalence of waterborne diseases such as diarrhea, a persistent leading cause of child mortality in developing countries (Hertika et al., 2022).

Beyond the health dimension, the social impacts are profound. Contaminated water and recurrent flooding entrench cycles of poverty, as families are burdened with rising healthcare costs and the economic instability of living in disaster-prone areas (Prabawanti & Herman, 2019).

This confluence of a sinking landscape, encroaching sea, and poisoned rivers creates more than just a backdrop for the #JagaAirKita campaign; it constitutes a powerful rhetorical exigence. The campaign's stated objectives are to build public awareness and foster a sense of care for Jakarta's water resources. However, abstract environmental warnings often fail to catalyze public action. The visceral, immediate, and personal threats faced by Jakarta's residents of homes inundated by tidal floods, of contaminated water causing illness, of a city physically disappearing provide the raw material for potent, emotionally resonant narratives. The effectiveness of a campaign like #JagaAirKita, therefore, depends less on its ability to transmit complex scientific data and more on its capacity to strategically frame this crisis narrative, making the threat feel personal, immediate, and actionable to its target audience.



Figure 1. Sobat Air Jakarta Mascot (Jamal)

Source: Instagram @sobatair.jkt

#JagaAirKita campaign operates at the intersection of two significant trends in contemporary communication: the rise of digital environmental activism and the evolving role of government on social media. Southeast Asia, in particular, has emerged as a fertile ground for digital movements, boasting some of the highest social media engagement rates globally. Platforms like Instagram, TikTok, and X (formerly Twitter) have become powerful conduits for citizen empowerment and collective action on environmental issues, ranging from deforestation in Papua, to plastic pollution across the region. This digital landscape empowers consumers and citizens to advocate for change and hold institutions accountable (Taufik, 2023).

Concurrently, government agencies worldwide are increasingly adopting social media to engage with the public. However, this transition is fraught with challenges. Governments operate under intense public scrutiny, must navigate a digital ecosystem rife with misinformation, and face the difficult task of building and maintaining public trust, often in contexts where it has been eroded (Diandra, 2017; Taufik, 2023). Scholarly analysis suggests that for government communication to be effective in this space, it must evolve beyond one-way, top-down dissemination of information and move toward fostering genuine, two-way dialogue with citizens (Hardjana, 2016; Cangara, 2020).



Figure 2. Education Content @sobatair.jkt 2023

Source: Instagram @sobatair.jkt

This evolving landscape presents a clear research gap. While rhetorical analysis is a well-established method for studying political campaigns and corporate advertising on social media (Dhia et al., 2021; Satria & Evita, 2021), its application to state-sponsored *environmental* campaigns remains significantly underexplored. This is particularly true for campaigns situated within the unique socio-political and environmental contexts of Southeast Asian megacities. Existing studies of government environmental initiatives often focus on message dissemination and reception, without critically examining the underlying persuasive strategies or the normative quality of the public engagement model being employed.



Figure 3. Collaboration Content

Source: Instagram @sobatair.jkt

This paper seeks to address a critical gap in scholarship on environmental communication by conducting a multi-layered, theoretically grounded analysis of the #JagaAirKita campaign. Rather than offering a purely descriptive account, it undertakes a critical evaluation of the campaign's communication architecture. The objectives are twofold: to conduct a rhetorical analysis of the campaign's persuasive strategies on Instagram through the classical appeals of ethos, pathos, and logos, and to evaluate its approach to public engagement using the Dialogic Theory of Communication, assessing its ability to move beyond one-way information dissemination toward collaborative, community-based action. By pursuing these objectives, the study contributes to both scholarship and practice, particularly in contexts where government agencies must design communication strategies in high-stakes, crisis-driven environments.

The analysis draws upon a dual-pronged theoretical framework that combines Aristotle's classical theory of rhetoric with the normative principles of dialogic communication. Aristotle's rhetorical framework, though articulated over two millennia ago, remains remarkably durable for analyzing contemporary persuasive strategies (Marta, 2014). It identifies ethos as the communicator's credibility, authority, and trustworthiness (Marta, 2014; Dhia et al., 2021). On social media, ethos becomes a dynamic construct shaped not only by institutional status but also by transparency, authenticity, and relatability, with government agencies often needing to adopt a more human and less bureaucratic voice to build genuine trust (Taufik, 2023). Pathos refers to

appeals to emotions, values, and beliefs (Marta, 2014). On platforms such as Instagram, this appeal is often conveyed through compelling imagery, personal storytelling, and evocative language that foster empathy, urgency, pride, or even anger, thereby creating a strong emotional connection to the issue at hand (Satria & Evita, 2021). Logos, by contrast, appeals to reason and logic, relying on facts, statistics, evidence, and rational argumentation to persuade (Marta, 2014). In the digital context, logos is often presented in simplified formats such as infographics, data visualizations, or bulleted content, which enhance accessibility but also risk oversimplifying complex issues (Satria & Evita, 2021).

At the same time, this study critiques the knowledge deficit model that underpins many public information campaigns in science, health, and environmental communication (Cangara, 2020). The knowledge deficit model assumes that public apathy or resistance is primarily due to a lack of information and that providing clearer or more extensive facts will automatically generate changes in public attitudes and behavior (Cangara, 2020; Hardjana, 2016). The #JagaAirKita campaign itself reflects elements of this model, particularly in its emphasis on the difficulty of translating highly technical water resource data into simplified visual materials for Instagram. Such a framing suggests that the problem lies in failed information transmission. However, scholars argue that publics are not passive recipients of expert knowledge; rather, they interpret information through their pre-existing cultural norms, political ideologies, personal experiences, and, critically, their levels of trust in the source (Hardjana, 2016). Research further demonstrates that the mere provision of additional facts often fails to persuade and, in polarized contexts, may even trigger a backfire effect, reinforcing rather than shifting entrenched beliefs (Cangara, 2020).

As an alternative, this study employs Dialogic Theory as a normative framework for evaluating the quality of the #JagaAirKita campaign's public engagement. Rooted in the philosophy of Martin Buber, Dialogic Theory emphasizes genuine two-way communication that fosters mutual understanding, respect, and relationship-building, moving beyond persuasion and message control (Gregory, 2018; Venus, 2019). Kent and Taylor (2002) articulated five principles that operationalize dialogic communication in practice, which remain highly relevant for evaluating digital campaigns (Gregory, 2018; Venus, 2019). These include mutuality, which recognizes the interdependent relationship between organizations and publics; propinquity, which stresses the importance of consulting publics before decisions are finalized; empathy, which demonstrates attentiveness to public goals and interests even when divergent from organizational priorities; risk, which highlights a willingness to engage openly without guaranteed outcomes; and commitment, which underscores the need to sustain long-term relationships beyond short-term persuasive goals.

By integrating classical rhetoric with dialogic principles, this study provides a comprehensive framework for evaluating the #JagaAirKita campaign. This dual approach allows for an assessment not only of the campaign's persuasive appeals but also of its ability to foster meaningful, collaborative engagement. In doing so, the study offers valuable insights for the development of more ethical, effective, and participatory environmental communication strategies in crisis-driven contexts.

This framework provides a robust lens for assessing whether the #JagaAirKita campaign's engagement strategies such as its use of social media comments, calls to action, and offline events constitute a genuine effort at dialogue or remain a more sophisticated form of top-down information management. The central analytical tension of this paper emerges from this theoretical juxtaposition. The campaign's self-diagnosed weakness in communicating logical, data-driven information is a direct symptom of its implicit reliance on the flawed knowledge deficit model. Its actual success, therefore, is unlikely to be found in better "fact delivery." Instead, its impact is more probably driven by its strengths in building a credible and relatable identity (Ethos) and in creating emotionally resonant narratives (Pathos). Dialogic theory then allows for a critical assessment of whether this persuasive impact translates into the kind of meaningful, collaborative public engagement necessary to address a crisis of this magnitude.

METHOD

This study utilizes a qualitative, interpretive case study methodology to conduct an in-depth analysis of the #JagaAirKita campaign. A case study approach is particularly well suited for this research as it allows for a holistic and context-rich examination of a complex, real-world phenomenon (Anggito & Setiawan, 2018). The #JagaAirKita campaign serves as an instrumental case, offering a focused and bounded example of a government-led digital environmental communication initiative operating within a context of acute and compounding crises. This approach enables a deep exploration of the campaign's strategies, messages, and engagement practices, yielding insights that may be relevant to similar initiatives in other contexts.

The primary data for this analysis consists of a purposive sample of digital artifacts from the campaign's main communication channel, the Instagram account @sobatair.jkt. The analysis was conducted in two overlapping stages. First, a qualitative rhetorical criticism was performed on the selected Instagram posts. This involved a systematic coding of both the textual elements (captions, hashtags, calls to action) and visual components (photographs, infographics, videos, mascot imagery) of the posts. Each artifact was analyzed for evidence of Aristotle's three rhetorical appeals: Ethos, Pathos, and Logos. This process aimed to identify the dominant persuasive strategies employed by the campaign to construct its arguments and connect with its audience.

Second, a thematic analysis was conducted on the campaign's engagement strategies, both online and offline. This involved examining the nature of calls to action, the framing of community events, and the overall communication architecture to evaluate them against the core principles of Dialogic Theory (mutuality, propinquity, empathy, risk, and commitment). This stage of the analysis assessed the extent to which the campaign fostered a one-way, monologic flow of information versus a two-way, collaborative dialogue.

The analysis synthesizes and critically expands upon the foundational information provided in the source documents, which include internal campaign presentations and

interviews with campaign personnel. These documents are treated as primary data from within the case, offering valuable insights into the campaign's stated goals, strategies, and self-perceived challenges.

RESULTS AND DISCUSSION

The analysis of the #JagaAirKita campaign reveals a communication strategy that is both rhetorically sophisticated and theoretically complex. While its explicit focus on simplifying technical information belies an adherence to a traditional deficit model, its practical execution demonstrates a powerful command of ethos and pathos. Furthermore, its hybrid online and offline approach to engagement shows a nascent shift away from government monologue toward a more dialogic orientation, even if it has not yet fully embraced a collaborative framework.

The Dual Persona of State Authority and Community Ally (Ethos)

A central challenge for any government-led campaign is establishing credibility, particularly when addressing a crisis in which the government itself is an implicated actor (Diandra, 2017). The #JagaAirKita campaign navigates this challenge by strategically cultivating a dual ethos, allowing it to project both formal authority and relational authenticity.

The campaign's foundational credibility is derived from its direct affiliation with the DKI Jakarta Water Resources Agency (Dinas SDA), a formal government body with a mandate for water management. This institutional backing provides an initial layer of authority, legitimacy, and access to official data and resources. This is a conventional and necessary strategy for government communicators, as it signals that the information provided is official and expert-vetted, a key component in building public trust (Marta, 2014).

However, recognizing that a purely bureaucratic persona can be perceived as distant, impersonal, or defensive, the campaign operates primarily through a sub-brand: "Sobat Air Jakarta" (Friends of Jakarta's Water). This framing is a deliberate rhetorical choice designed to construct a different kind of ethos—that of a community ally. The name itself, "Sobat" (friend or pal), along with a more informal, conversational, and peer-like tone in its social media messaging, is tailored to resonate with the campaign's target demographic of young, social media-active residents aged 17-35. This approach aligns with research indicating that for government agencies to engage younger audiences effectively, they must humanize their social media presence and move beyond sterile, official pronouncements (Taufik, 2023).

This dual ethos strategy represents a sophisticated attempt to resolve the inherent double bind of government environmental communication. The government is simultaneously the authoritative source of information and a party implicated in the systemic failures that have led to the water crisis. A purely top-down, authoritative voice risks alienating an audience that may be skeptical of official narratives. Conversely, a

purely grassroots voice would lack the institutional weight and access to information necessary for a large-scale campaign. By creating the "Sobat Air" persona, the campaign can strategically toggle between these two identities. It can leverage the formal authority of Dinas SDA when making factual claims or announcing policy (an appeal to Logos), while using the friendly, relational "Sobat Air" voice to build community, share stories, and make emotional connections (an appeal to Pathos). This maneuver allows the campaign to build credibility on multiple fronts, thereby navigating the complex trust deficit that can hinder government communication.

Narrating the Crisis and Inspiring Collective Care (Pathos)

The campaign's reported success in attracting public attention is largely attributed to its adept use of attractive visual content and emotional messages, which are the hallmarks of a pathos-driven strategy. In the visual-first ecosystem of Instagram, the campaign effectively translates the abstract and overwhelming scale of Jakarta's water crisis into tangible, emotionally resonant content that fosters a sense of urgency and shared responsibility.

A key tool in this strategy is the creation and deployment of the campaign mascot, "Jamal". Mascots serve as powerful vehicles for personification, simplifying complex issues and making them more accessible and relatable, particularly for a younger audience. Jamal functions as a consistent, friendly, and non-threatening guide through the campaign's educational content. This character becomes a focal point for both online and offline engagement, most notably in events like "Misteri Hilangnya Jamal" (The Mystery of Jamal's Disappearance), which cleverly gamified environmental education by turning it into a detective story set in a local park. This tactic transforms a potentially dry subject into an interactive and memorable experience, forging a positive emotional association with the campaign's message.

Furthermore, the campaign's core messaging is built around an appeal to collective identity and care. The very name of the campaign, #JagaAirKita, which translates to "Let's Protect *Our* Water," is a significant rhetorical choice. The use of the inclusive pronoun "*Kita*" (an Indonesian we that includes the speaker and the audience) frames the water crisis not as a problem for the government to solve alone, but as a shared challenge and a collective responsibility. This linguistic framing aims to dissolve the distance between the institution and the public, fostering a sense of shared fate and mutual obligation. This appeal to a collective "us" is a classic pathos strategy designed to mobilize community action by tapping into feelings of belonging, civic pride, and mutual care.

The Limits of an Informational Approach (Logos)

While ethos and pathos appear to be the primary drivers of the campaign's engagement, it also makes a concerted effort to appeal to logos. The campaign disseminates logical and data-based delivery of information, using formats like infographics and educational posts to explain the history of Jakarta's flood canals, the science behind land subsidence, and the causes of water pollution. This content is designed to provide a rational basis for the

campaign's calls to action, educating the public on the why behind the need for conservation.

However, the campaign's central, self-identified challenge, the difficulty of translating complex technical knowledge into accessible content is highly revealing. This framing of the problem is a direct manifestation of the knowledge deficit model in practice. The underlying assumption is that the primary barrier to public action is a lack of understanding, and that the solution lies in finding a better, simpler way to deliver the facts. The conclusion from the source material that the logos aspect needs improvement through more specific data presentation further reinforces this perspective.

This diagnosis, however, is likely a misinterpretation of the communication challenge. From a contemporary communication theory perspective, the issue is probably not the specificity of the data but the over-reliance on a logical appeal as the primary driver of change. As critiqued in the literature, simply providing more or better facts is rarely sufficient to alter behavior, which is more deeply influenced by values, identity (Ethos), and emotion (Pathos) (Hardjana, 2016; Cangara, 2020). The campaign's perceived struggle with Logos is not a failure of execution but rather a symptom of the inherent limitations of the deficit model itself. The campaign's true persuasive power likely comes from its success in building a trustworthy persona and telling a compelling emotional story, with the logical appeals serving a supporting, rather than a leading, role.

Table 1. Rhetorical Appeal from @sobatair.jkt and Analysis of Technique

Rhetorical Appeal	Example Post from @sobatair.jkt	Analysis of Technique
Ethos (Credibility)	A post co-branded with the official Dinas SDA logo, explaining a new government water conservation policy.	Leverages the institutional authority and expertise of the government agency to establish factual credibility and legitimacy.
	A behind the scenes Instagram Story featuring the young, relatable team of Sobat Air Jakarta during a community event.	Builds a personable and authentic ethos, humanizing the campaign and fostering trust by showing the real people behind the initiative.
Pathos (Emotion)	A carousel post with a striking photo of a plastic choked river, followed by images of wildlife struggling, captioned: "This is our home. It's time to care. #JagaAirKita"	Uses powerful, negative imagery to evoke feelings of sadness, anger, and urgency. The inclusive language "our home" fosters a sense of shared responsibility and emotional connection.

	An animated video featuring the mascot Jamal discovering a dried up well and embarking on a quest to find water, promoting an upcoming family friendly event.	Employs storytelling and a relatable character to create an emotional narrative that is accessible and engaging, especially for a younger audience, turning a complex issue into a simple, compelling story.
Logos (Logic)	An infographic with clear, bold numbers and simple icons illustrating the rate of land subsidence in North Jakarta (e.g., "Sinking 10cm per year!").	Translates complex scientific data into a visually digestible format. It makes a logical appeal to urgency by presenting a startling statistic in a simple, easy to remember way.
	A post explaining the historical function of the Banjir Kanal Barat (West Flood Canal) with archival photos and a simple map.	Uses historical facts and logical explanation to educate the audience about existing infrastructure, providing a rational basis for why these systems need to be maintained.

From Monologue to Dialogue: Evaluating the Campaign's Public Engagement Model

Evaluating the #JagaAirKita campaign through the lens of Dialogic Theory reveals an initiative in transition, moving away from a purely monologic model but not yet achieving a fully dialogic one. The campaign's structure contains elements of both top-down information dissemination and bottom-up community engagement.

The campaign's heavy reliance on educational rubrics, infographics, and informational content distributed through its Instagram feed reflects a traditional, one-way flow of communication. In this mode, the government agency acts as the expert source, and the public as the passive recipient of information. This approach is consistent with the knowledge deficit model and represents the monologic end of the communication spectrum, where the primary goal is to inform and persuade an audience based on a pre-defined agenda (Venus, 2019).

However, the campaign demonstrates significant dialogic potential through its strategic integration of online and offline tactics. The use of on-ground activation events is particularly crucial. These events, which invite citizens to directly observe water conditions and engage in face-to-face conversations with the campaign team, create a vital dialogic loop (Gregory, 2018). They provide a structured opportunity for the public to ask questions, share experiences, and provide feedback, and for the organization to listen and respond. This practice directly aligns with the dialogic principle of Propinquity, which emphasizes the importance of creating spaces for interaction and consultation before decisions are finalized (Gregory, 2018; Venus, 2019).

This hybrid strategy also mirrors the core tenets of Community-Based Social Marketing (CBSM), a framework that has proven more effective for fostering sustainable behavior change than traditional mass media campaigns (Venus, 2019). CBSM prioritizes direct community contact to identify and remove specific, localized barriers to action,

rather than assuming a universal knowledge deficit (Gregory, 2018). The #JagaAirKita campaign's on-ground activations, by bringing the conversation to the community level, function as a form of CBSM, moving beyond awareness-raising to facilitate direct engagement.

Despite this potential, the campaign's overall orientation still appears to lean more towards monologue than true dialogue. While it effectively uses dialogic *tools* (events, social media interactions, calls to action), its overarching goal remains centered on educating the public and increasing awareness of a government-defined problem and set of solutions. A fully dialogic approach would involve a deeper commitment to the principle of risk, a willingness to enter conversations where public input could fundamentally alter the campaign's direction or even challenge the government's own policies and priorities (Gregory, 2018; Venus, 2019). The campaign appears to be in a progressive transitional phase, successfully moving beyond pure information dissemination but not yet reaching a stage of fully collaborative, co-creative public engagement.

CONCLUSION

This analysis of the #JagaAirKita campaign offers a nuanced portrait of a modern, government-led environmental communication initiative operating under conditions of extreme crisis. The campaign's strategic architecture, persuasive messaging, and engagement model provide critical lessons for the theory and practice of digital environmental governance, particularly in the climate-vulnerable cities of the Global South.

#JagaAirKita campaign's capacity to capture public attention and foster awareness is not primarily a function of its ability to disseminate information, but rather a product of its sophisticated rhetorical design. Its effectiveness stems from two key strategies. First, it skillfully employs a dual ethos, combining the formal authority of a state agency with the relatable, authentic voice of a community ally, ("Sobat Air"), thereby navigating the inherent trust challenges of government communication. Second, it prioritizes pathos-driven narratives, using compelling visuals, a relatable mascot, and inclusive language to translate a complex environmental crisis into an emotionally resonant call for collective action. The campaign's self-identified primary challenge, the communication of complex scientific information (Logos) is found to be a misdiagnosis. This struggle is symptomatic of an underlying and ultimately limiting adherence to the knowledge deficit model of communication. Finally, while the campaign's hybrid online and offline model demonstrates promising dialogic potential by creating spaces for direct community interaction, its overall framework has yet to fully embrace a collaborative, co-creative model of public engagement.

The findings of this case study have significant implications for both communication theory and the practice of environmental governance: (1) Beyond the Deficit Model: This study provides compelling empirical evidence for the necessity of

moving beyond the knowledge-deficit model in public environmental communication. For government agencies, the central strategic question should evolve from "How do we simplify and deliver our data more effectively?" to "What are the core values, stories, and emotional connections that resonate with our community and inspire collective care?"

Factual information remains important, but it should serve to ground and support, rather than lead, the communication effort. (2) The Power of Integrated Rhetoric: An effective government digital campaign requires a holistic and integrated rhetorical strategy. Institutional authority (Ethos) must be carefully balanced with relational authenticity to build trust. Logical appeals (Logos) should be used judiciously to substantiate claims, but the primary engine of engagement in a digital, narrative-driven space is often an emotionally compelling story (Pathos). Neglecting any one of these appeals weakens the overall persuasive power of the campaign. (3) Toward Dialogic Governance: To foster the deep and sustained behavior change necessary to address entrenched environmental crises, governments must begin to transition from designing informational campaigns to building dialogic platforms. This involves creating institutional structures and communication channels that facilitate meaningful, two-way interaction. It requires empowering communities as genuine partners in diagnosing problems and co-creating solutions. Adopting principles from established frameworks like Community Based Social Marketing and Dialogic Theory can provide a practical roadmap for this essential shift from a government that speaks *to* its citizens to one that works *with* them.

This qualitative case study opens several important avenues for future inquiry that could further enrich our understanding of digital environmental communication. First, quantitative analyses could be conducted to correlate specific rhetorical appeals used in @sobatair.jkt's posts with user engagement metrics (e.g., likes, shares, comments, and sentiment analysis), providing statistical insight into which message types are most effective at generating interaction. Second, longitudinal and ethnographic research is needed to move beyond analyzing the campaign's outputs to assessing its real-world outcomes, specifically its impact on tangible, long-term behavior change within Jakarta's diverse communities. Finally, comparative case studies of similar government-led environmental campaigns in other climate-vulnerable Southeast Asian megacities, such as Bangkok or Manila, would be invaluable for identifying regional best practices and culturally specific challenges in digital environmental governance.

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