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**Modalities of Global Civil Society Actor at the Local Level: A Case Study
of Earth Hour Malang**

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Modalities of global civil society actor at the local level: A case study of Earth Hour Malang

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Abstract

This study discusses the modalities possessed by global civil society actor at the local level, with a study on Earth Hour Malang (EHM). The EHM modality which is the focus of research is adopted from the theory of resource mobilization in the study of new social movements. This study uses a qualitative-descriptive approach. Sources of data come from primary data and secondary data. Primary data were collected from publications on EHM's social media and through interviews. The results showed that there are five important modalities owned by EHM, namely organizational modality, leader and leadership modality, resource and resource mobilization modality, network and participation modality, and opportunity and community capacity modality.
Keywords: Earth Hour; environmental issues; public awareness; green lifestyle

Introduction

This study discusses the modalities possessed by Global Civil Society (GCS) actor at the local level. The GCS in question is Earth Hour Malang (EHM). What is meant by 'local level' is Malang City and Malang Regency, which are the range of activities of EHM. EHM itself is a branch of Earth Hour (EH) Indonesia, where EH Indonesia is part of the global EH. Meanwhile, EH is a movement-based organization that actively and consistently fights efforts to save the global environment.

The study of EHM modalities is considered important for several reasons. First, EHM is a community-based movement that fights for environmental conservation, especially concerning climate change issues. EHM actively and consistently carries out various activities that contribute to environmental sustainability. These activities are carried out directly such as the School Campaign, Sambang Baby Tree, Cafe Night Campaign, City Park Campaign, plastic bag raids, and others, or indirectly in the form of campaigns via social media such as Instagram, Twitter, Line, Facebook, YouTube, and Blogspot. The activity and consistency of the EHM mentioned above are proven by its achievement as the Most Active Earth Hour Account Based on Engagement in 2019.

Second, in its efforts to fight for environmental sustainability and the importance of awareness related to climate change issues, EHM actively approaches the government. The goal is for the government to issue policies that are oriented toward the future of the environment. At its peak, in 2019, EHM succeeded in lobbying the Malang Regency Government to issue a circular addressed to all levels of Malang Regency regional apparatus organizations.

The contents of the circular include an appeal to carry out a simultaneous movement of turning off lights for 1 hour up to the RT/RW level, building managers/regional icons, and crowd centers at the peak of Earth Hour Day. In addition, he appealed to the public to adopt energy-saving lifestyles every day by using electricity as needed. The issuance of this circular at least shows that EHM has an important modality to influence government policy (Rijal & Anggraheni, 2019).

In addition, EHM also conducts lobbying for business people, such as hotels, cafes and shopping centers, government agencies, and universities. The goal is to attract the involvement of these various parties to *switch off*, turn off the lights for one hour, on the night of Earth Hour Day the last weekend of every March. EHM's lobbying ability is proven by the involvement of various government agencies, business actors, and universities to turn off the lights at the appointed time.

Third, in every action carried out by EHM, it often collaborates with various communities, non-governmental organizations, student organizations, and various other actors. This is because EHM realizes that the struggle to protect the future of the environment cannot be done alone, but requires the involvement of various parties and stakeholders. In addition, every year EHM opens an opportunity to join as a volunteer. At least, more than 200 people volunteered to register as volunteers, most of whom were students from various universities in Malang Raya. This is inseparable from the existence of EHM as a movement that actively and consistently fights for environmental issues (Rijal, 2020).

Therefore, this study seeks to examine what modalities are owned by EHM in fighting for the future of the environment at the local level. The urgency of this study is to bring together the global dimension and the local dimension, which in the study of international relations is called international-domestic (intermestic). Namely, about how global issues are responded to at the local level or how activities at the local level contribute to solving global problems.

The research question that is attempted to be answered in this study is how the modalities of EHM as a GCS actor at the local level. Based on these questions, the purpose of this study is to map the modalities of EHM as a GCS actor at the local level. The benefits of this research are expected to provide scientific contributions to the development of GCS studies as one of the important actors in contemporary International Relations studies. In addition, this research also contributes to Intermestic studies in the study of International Relations. Practically, this research is useful for GCS actors at the local level to understand their modalities and then identify their strengths and weaknesses, opportunities, and challenges they face.

This research is a continuation and development of previous research conducted by researchers. Previous studies examined, firstly, GCS strategies at the local level, with a case study on EHM (Rijal & Anggraheni, 2019). Second, the role of EHM as a GCS in climate change mitigation efforts through actions at the local level (Rijal, 2020). Third, the EHM public awareness campaign model as a GCS at the local level (Rijal & Widiatmojo, 2021).

Since 2019, researchers have conducted research related to GCS at the local level. In 2019, researchers studied EHM strategies at the local level. There are four strategies carried out, namely lobbying, networking, visibility, and audibility. Then, in 2020, researchers will examine the role of EHM in mitigating climate change at the local level. In 2021, researchers analyzed the public awareness campaign model conducted by EHM, which includes campaigns to encourage individual behavior change and to encourage policy change. In 2022, researchers will examine the transformation and development of local movements into global movements, with a case study of Bye Bye Plastic Bags (BBPB).

Furthermore, several other studies examine the existence of EH at the global/international, state, and local levels. At the global level, EH through its parent organization the World Wildlife Fund (WWF), has succeeded in mobilizing the community to get involved so that this movement quickly spreads in various countries (Baktiar, 2014). In the context of the campaign, EH advocates for environmental issues through targeted communication strategies (Marciano, 2011). One of the media campaigns used is Twitter to influence public engagement (Fernandez et al., 2015). In addition to Twitter, EH also utilizes various types of social media and mass media (Devashayam, 2010). The campaign using a variety of media was carried out both at the state and local levels (Kee, 2013; Ronauli, 2016; Ulfa & Fatchiya, 2018; Wahyu Yulastuti Widorini & Hermawati, 2014). One of the impacts is community involvement in the switch off action which at least

contributes to the reduction of electricity consumption in various countries (Oleksak & Meier, 2013).

Various previous studies mentioned above contribute to this research in understanding the existence of EH at various levels: global, country, and local. In addition, the previous research above provides an overview of EH's activities on various social media in conducting campaigns to attract community involvement to support and be involved in what they stand for.

The conceptual basis used is the GCS concept. GCS is understood as actors outside the state and the market (economic actors) who fight for the interests of the wider public. They consist of community groups that are not intervened by the political interests of the authorities or the economic interests of entrepreneurs. John Keane defines GCS as a social space, organization, movement, or group that is interconnected, consisting of more than one actor, their activities, and networks across national borders, and they interact with each other connecting local to global dimensions or vice versa (Keane, 2003).

The character of GCS is voluntary, non-governmental, and non-commercial (Anheier et al., 2001). What they are fighting for is the public interest, but they are not part of and are free from intervention and the interests of the state. Its activities are also not profit-oriented (non-profit) and therefore free from market interests and interventions. With such a position, GCS is also referred to as the "third sector" (Scholte, 1999). GCS is an actor who is a critical element of the state (first sector) and market (second sector).

In the context of this research, the modalities of EHM that will be the focus of research including organizational modalities, leadership modalities, resource modalities, network modalities, and community participation modalities. These five modalities were adopted from the resource mobilization theory in the study of new social movements. According to Sukmana, in the resource mobilization theory, five important factors can be formulated that determine the existence and success of a social movement, namely movement organization, leader and leadership, resources and resource mobilization, network and participation, and community opportunities and capacities (Sukmana, 2016).

The determinant factor of this theory is considered relevant to see the modalities of EHM because EHM is essentially also a new social movement that was born from an awareness of environmental problems. The five modalities mentioned above are then used as a framework to understand and explain the modalities owned by EHM as GCS at the local level.

Method

This research uses a qualitative approach. In qualitative research, the research design is flexible and develops in the research process where the data collected is in the form of words and sentences, not statistical numbers. As for the purpose, this research is a descriptive study, which aims to only describe the situation or phenomenon, without looking at the causal relationship or the relationship between variables.

The data sources come from primary data and secondary data. Primary data was collected from publications on EHM social media, especially Instagram and Twitter which were then processed using the NCapture feature on NVivo12Plus. In addition, primary data was also collected through interviews with EHM activists. The secondary data was obtained from various literature such as books, journals, magazines, online articles, news portals, and other relevant library sources.

The data analysis technique used in this study adopts what was stated by Miles, Huberman, and Saldana data analysis involves four components, namely data collection, data condensation, data display, and drawing conclusions (Miles et al., 2014). In the context of this research, data analysis begins with conducting interviews with EHM activists to collect data related to EHM activities. In addition, data is also collected by searching written sources. The data collected will then experience condensation so that researchers only use relevant data. The data is then presented

in the results and discussion section as needed to answer the research questions posed and generalizations are drawn in the form of conclusions.

Results and Discussion

Based on the results of the study, data obtained that there are at least five forms of modalities owned by Earth Hour Malang, which are as follows:

1. Organizational modality

Earth Hour has been adopted in Indonesia since 2009 and the first switch-off action was held in Jakarta. Then, in 2010, the switch-off action was held in three cities, namely Jakarta, Bandung, and Yogyakarta. Along the way, this action quickly spread to various regions, including East Java such as Surabaya, Malang, Batu, Kediri, and Sidoarjo. This switch-off action involves multi-stakeholders from various circles and backgrounds, starting from students and university students, bureaucrats and politicians, businessmen, and various elements of society. In a decade, Earth Hour in Indonesia has been supported by 67 cities, driven by more than 1,500 active volunteers in 31 cities, and reached 2 million supporters through digital activation. Until now in Indonesia, there are 33 EH (WWF Indonesia, 2022b)

Globally, Earth Hour, or switch-off action began in 2007 in Sydney, Australia. Since then, the action has been adopted in various countries. In 2008, the second switch-off action involved 50 million people in 35 countries. Then, in 2009, EH was called “broke all records of mass participation, becoming the world's largest grassroots movement for the environment” (Earth Hour, 2022b). In its development, earth hour is not just an annual action in the form of a switch-off but has developed into an organized, community-based movement. EH has branches in various countries, including in various regions in Indonesia, one of which is in Malang. Its annual routine activities are in the form of switch-offs and various other routine activities that are oriented toward saving the future of the environment. “Earth Hour has also gone far beyond the symbolic action of switching off – it has become a catalyst for positive environmental impact, driving major legislative changes by harnessing the power of the people and collective action” (Earth Hour, 2022c).

Furthermore, the existence of EH cannot be separated from the World Wildlife Fund (WWF) (Haibat Kannaby & Saadah, 2018). WWF itself is a non-governmental organization that was founded in 1961 and is engaged in the conservation of biodiversity. As a global organization, WWF has a network of more than 80 offices in more than 100 countries around the world (WWF Indonesia, 2022a). EH was originally initiated by WWF Australia. WWF initiated Earth Hour as a way of engaging a broad section of society in the environmental issues challenging citizens across the world (Earth Hour, 2022a).

Its existence as part of WWF or being born by WWF is a separate modality for EH. This is because WWF is the largest conservation organization in the world that has a global network. With the global network owned by WWF, EH is quickly recognized and able to attract wider community support. In the context of EHM, WWF Indonesia, which has existed since 1962 and has officially become a foundation in 1996, is the capital for the existence of EHM and EH in other areas.

2. Leader and leadership modality

EHM is led by a City Coordinator who is assisted by a Division Coordinator. They are the daily administrators of EHM in the one-year term of management. The volunteers who are members of the EHM are divided into several divisions with their respective duties and roles. Several divisions exist, namely the Creative Campaign, Online Campaign, Multimedia, Fund Raising, and Public Relations divisions. The description of the duties of each task division is as follows (Earth Hour Malang, 2018); First, Multimedia Division is responsible for preparing all

promotional media for every action that will be held. Promotion media can be in the form of graphic design as a form of visual communication that uses text and or designs such as videos and posters for effective and communicative promotions. In addition, his task is to document various activities in the form of images and videos.

Second, Fund Division Rising, as the name suggests, performs various creative and innovative ways to raise funds independently, either by selling goods such as merchandise (t-shirts, goodie bags, and tumblers), selling used goods, processing used goods into items of economic value for then sold, held a garage sale (used clothes and worth selling), or looking for sponsors.

Third, Online Campaign Division is tasked with publicizing and campaigning for all Earth Hour Malang activities through social media. There are five social media owned by Earth Hour Malang, namely Blog, Instagram, Line Official, Twitter, and Youtube.

Fourth, Creative Campaign Division is tasked with drafting and organizing all creative actions carried out by Earth Hour Malang. This division is called a very vital division because the activities carried out by Earth Hour Malang are conceptualized by the volunteers in this division.

Fifth, Public Relations Divisions is in charge of establishing cooperative relationships with various parties, such as the community, media, government, sponsors, ambassadors, and others. Therefore, in its working system, this division is divided into sub-divisions tasked with conducting relations according to their responsibilities, namely the Government and community sub-divisions, hotels and cafes, media and sponsors, as well as guest stars and ambassadors.

Furthermore, so far the City Coordinator and EHM daily management are students. The EHM volunteers are also mostly students from various universities in Malang as well as students from various high schools in Malang. With his position as a student, this becomes an important modality for EHM. Because, by being led and managed by students, they have access to attract sympathy and encourage the involvement of the campus academic community to support the EHM movement. Moreover, some of them also have internal organization administrators at the university, faculty, and study program levels so that they have open access to campaigning for what EHM stands for.

This is evidenced by various EHM activities that collaborate with campus circles, such as the Student Executive Board, Department Student Associations, and student organizations from various campuses. In addition, every year on Earth Hour Day, various campuses are also involved in switching off. This shows that the administrators/leaders of EHM can lobby university leaders to get involved and support the switch-off action which is held every year.

3. Resource and resource mobilization modality

Resources consist of five aspects. First, moral resources. Moral resources include solidarity support, sympathetic support, and celebrity support. In this context, EHM activities are supported by various government and legislative officials; student activists; support of public figures (both groups and individuals) through EHM Ambassadors, such as local bands, outstanding students, ambassadors/girls/boys (such as Putri Bahari, Putri Lingkungan, Raka/Raki, Kakang/Mbakayu, Duta Anti Narkoba, Joko Roko, etc). This support is evidenced through the involvement of each party in various actions carried out by EHM, especially during the peak of Earth Hour Day. The involvement of many parties is moral support for EHM which shows that the environmental issues that are being fought for by EHM as a GCS create multi-party engagement.

Second, cultural resources. EHM has various routine actions that are massively carried out by all EH in Indonesia, such as school campaigns, café night campaigns, city park campaigns, baby tree visits, study gathering together, and switch-off actions; as well as various types of routine campaigns such as the #beliyangbaik campaign, #seninbawatumbler, #selasabawabekal, #plastiktakasik, #sabtupreiBBM, and others (Amalia, 2019).

These various routine actions become a resource for EHM which makes it known to various groups, especially students and university students. Through these various actions, EHM

campaigns socialize, introduce, inform, as well as teach the community to take part in efforts to save the earth through a green lifestyle.

Third, organizational-social resources. As mentioned above, EHM is incorporated into EH Indonesia which is then connected to EH around the world, where the umbrella organization of EH is the World Wildlife Fund (WWF), a global INGO that has been concerned with the environment for decades. EH (including EHM of course) is a community

Fourth, human resources. EHM has hundreds of volunteers, mostly students, and students. The existence and development of EHM are supported through the recruitment of volunteers to be part of the various actions carried out. Volunteer recruitment is generally done between October-December every year. According to Arzanti, Coordinator of the 2019 Earth Hour Malang Creative Campaign Division, participation and interest, in particular, Malang students and students at Earth Hour Malang is quite high (Arzanti, 2020). This is shown by the increase in the number of volunteers, from 2018 as many as around 200 people who registered as volunteers increased to more than 400 people who volunteered in 2019. In 2020, there were 234 registrants of which 146 passed the selection as volunteers (Earth Hour Malang, 2019). Then in 2021, 137 new volunteers passed the selection.

The number of volunteers in 2021 and 2021 did show a decrease compared to the previous year because it was inseparable from the impact of the Covid pandemic. However, even so, this figure is still above a hundred volunteers, which shows that the public's interest to become part of EHM is quite high. This shows that EHM has enough human resources to jointly fight for a universal environmental future.

Lastly, the fifth is material resources. Material resources include financial capital. EHM is not a profit institution, therefore efforts to meet their needs are carried out independently and independently. The method used is fundraising by looking for sponsors who are concerned with environmental issues to be involved in various action agendas owned by EHM (Jasmine, 2021). In addition, other efforts are merchandising, namely selling various products that support a green lifestyle. The sales proceeds are then used to meet various EHM operational needs.

In connection with the above, according to Edward and McCarthy, in Sukmana, there are several mechanisms by which actors can access their material resources (Sukmana, 2016). Fundraising efforts carried out by EHM can be referred to as an aggregation or collection mechanism. Existing resources are still scattered among various parties and then try to be collected (through sponsorship) to be converted into collective resources. The merchandising effort can be referred to as a self-production mechanism, where EHM creates its own or adds value to pre-existing resources.

In addition, material resources include physical capital, such as office space or secretariat. EHM does not have a fixed secretariat, therefore every year EHM's correspondence address changes. It adjusts to the management for a certain period. For example, in 2020, EHM's address is on Jalan Candi Panggung Permai Malang, then in 2021, it will be moved to Jalan Bantaran. The existence of this secretariat is important as a means for EHM volunteers to meet, gather, discuss, and discuss the actions to be taken. With a larger number of participants, EHM often uses public spaces to meet volunteers on an agenda called Gathering and Learning Together (Kumpul dan Belajar Bareng/Kumbang).

4. Network Modalities and Participation

Earth Hour Malang establishes cooperative relationships with various parties (Rijal & Anggraheni, 2019), both student organizations, and communities that care about the environment. For example, in 2017, Earth Hour Malang collaborated with AIESEC Universitas Brawijaya, Malang Gardening, Down Hand, and Kemangteer Malang held a Sambang Baby Tree. Then, held a Baper (Bareng Periksa Sumber) at the Precet Junrejo Water Source, Batu City in collaboration with EH Kota Batu.

Furthermore, throughout 2018, Aksi Menghadap Laut, for example, was held EHM in collaboration with Marine Buddies Surabaya, Climate Change Frontier, Sobat Bumi Malang, Ekora Community, AIESEC, Hilo Green Community, BEM, and Mapala Ma Chung University, and Earth The other hours are EH Sidoarjo and EH Kota Batu. Likewise in the action of Ngasix (Ngabuburit Asik with EHM) collaborating (or in EHM words, KolaborAksi) with the Komunitas Gendong Indonesia. Also, the collaborative action in commemoration of Earth Day 2018, with the Asian Medical Students Association UMM and Gerakan Tanam Sejuta Pohon in collaboration with Ngalup.co in collaboration with Parimaya (Pariwisata Malang Raya).

In 2019, the collaborative action held by Earth Hour Malang as in Ashiap (Aksi Shigap Ambil Sampah) was initiated to commemorate Garbage Care Day. Earth Hour Malang collaborates with the Turun Tangan Malang community and the Green Generation Malang. They carried out a garbage operation by cleaning the garbage around Malang Square and Pasar Besar until around 9 sacks were collected which were then distributed to the Environment Agency for processing. Furthermore, in various actions, EHM always collaborates with various actors who are equally concerned about environmental issues.

In addition, Earth Hour Malang also has a network with various radio stations to publicize its actions. Every time before the annual switch-off agenda or known as Ngalam Petengan, EHM has appeared to hold talk shows and campaigns on local radio. Several radios where EHM often exists, such as RRI Malang, Elfara FM, Andalus FM, Puspita FM, Radio Kencana, Radio Kosmonita, Radio MAS FM, MFM, Kalimaya Bhaskara FM, Radio Humanistik, Radio Se7online, Radio Gita Lokaswara, Radio Sound FM, Bhiga FM, UMM FM, and others. Apart from radio, EHM has also appeared on several talk shows on local television stations.

The following image shows EHM's activity on Instagram social media, based on Ncapture results using NVivo12Plus. The picture shows several actors (accounts) that EHM mentions a lot in their posts. The mention of the actor (account) relates to the activities carried out together or the issues being fought for and relates to the mentioned actors. For example, some of the EH accounts mentioned are EH Surabaya, EH Kediri, EH Sidoarjo, and EH Kota Batu, indicating that they have a network and are involved in several joint actions. Likewise, EHM often mentions Malang Regency Government, Public Relations Malang Regency, and Malang City Government because in some of its actions, EHM is supported and involves the Malang City and Regency governments.

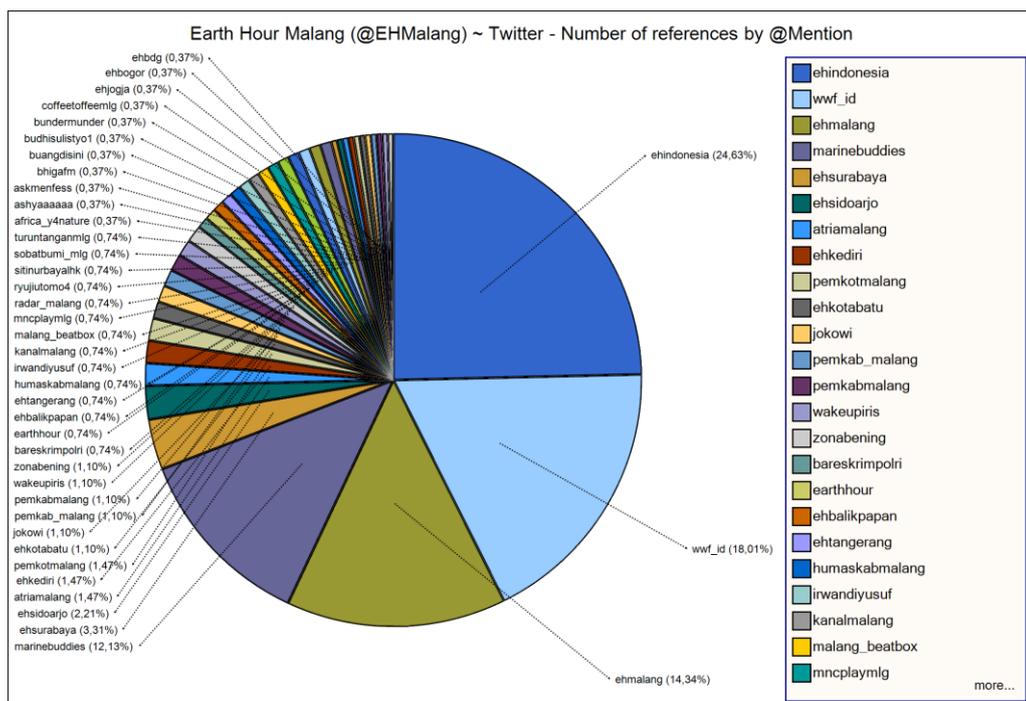


Figure 1. EHM number of references by mention
 Source: Author, NCapture of NVivo12Plus analysis (2022)

Furthermore, various collaborations (networks) owned or carried out by Earth Hour Malang show that this community has good relations with various other communities. This is admitted by Calista Amalia, that, “The cooperation that exists between EH and other communities is very good. ... We rarely turn down invitations from other communities, so they do the same to us” (Amalia, 2019)

The statement above implies that there is a kind of reciprocal relationship between communities, where they invite other communities to be involved so that if other communities have activities, they are also present. Such a relationship shows that there is mutual support between various communities in fighting for the issues they are fighting for. Earth Hour Malang, for example, cooperates with various environmental communities or cares about the environment, realizing that these problems cannot be fought alone. Because of that, the need to build a network (networking) is a necessity for all communities to walk hand in hand on the issue or vision they are fighting for.

5. Modalities of Community Opportunities and Capacity

The opportunity modality relates to the capital used by EHM as a means to show its existence. One of the most important is the use of various social media. The use of social media is a vital part of disseminating information, conducting campaigns and education, inviting public involvement, and others. Through social media, EHM shows what it does and what it strives for, which in the end invites the public to get involved and participate in having a green lifestyle.

As for some of EHM's social media accounts and the number of followers as of October 16, 2022, Instagram @earthhourmalang has 4,393 followers, Twitter @EHMalang has 3,933 followers, Line @vpw4827v account is followed by 1,592 people, Earth Hour Malang Facebook page is followed by 714 and Earth YouTube account Hour Malang has 169 subscribers and has been watched as many as 14,086 times since February 2012. This follower number at least shows that EHM's social media has a fairly large and wide audience reach.

The results of the analysis of Instagram accounts @earthhourmalang and Twitter @EHMalang using Hypeauditor yielded the following information,

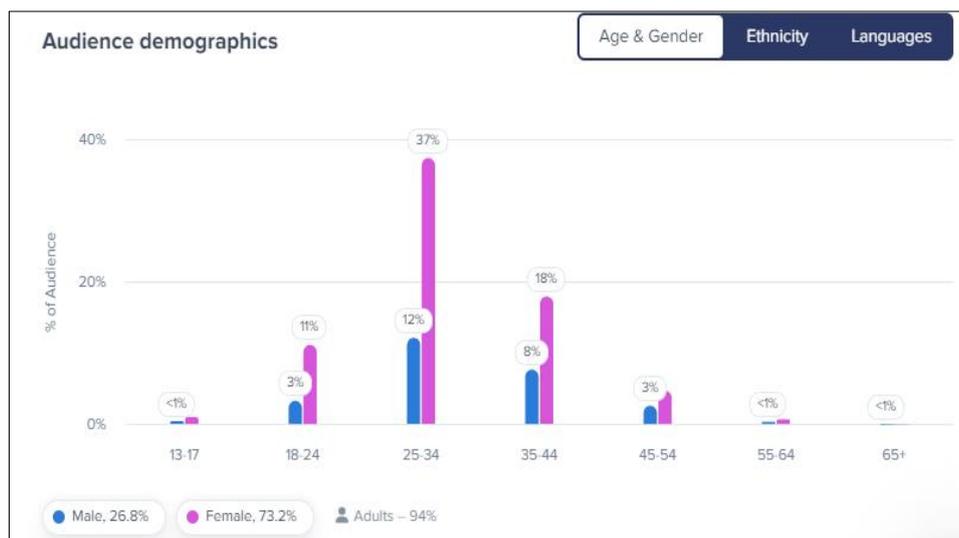


Figure 2. Audience demographics on Instagram
 Source: <https://app.hypeauditor.com/my-network/influencer/873187/analytics/instagram/earthhourmalang> (2022)

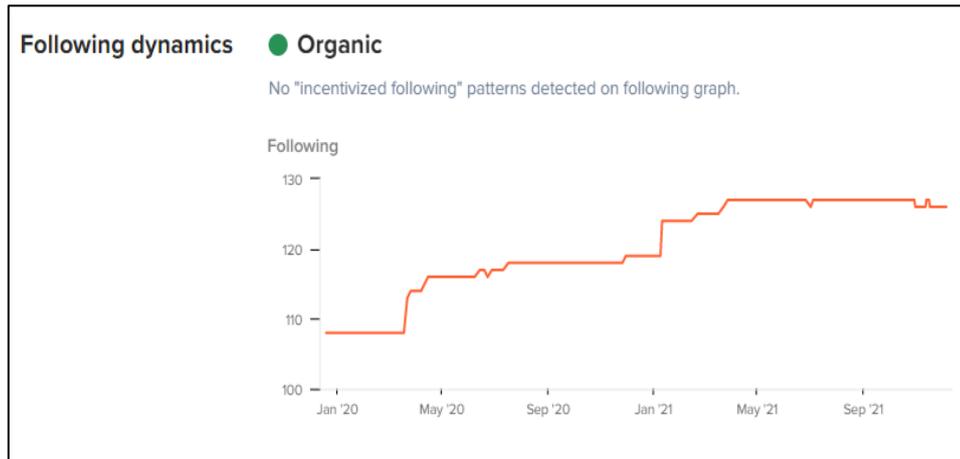


Figure 3. Following dynamics on Twitter
 Source: <https://app.hypeauditor.com/my-network/influencer/873234/analytics/twitter/ehmalang>

The Figure 3 above shows the demographic aspects of EHM's Instagram followers, consisting of age and gender. It is known that most of EHM's followers on Instagram are between the ages of 25-34, followed by the age group of 35-44. The percentage of women who is more dominant (73.2%) than men (26.8%) are followers of EHM on Instagram. Meanwhile, on Twitter (Figure 4) the number of followers of @EHMalang continues to increase.

The large number of followers who follow EHM's various social media accounts is an opportunity for EHM to continue campaigning for a green lifestyle and information related to the environment. Especially with followers who are on average young (25-34 years old) become their capital for EHM, considering that they are generally social media literate individuals and spend a lot of time on social media. Thus, exposure to the information shared by EHM has a large enough opportunity. This can be confirmed from the following image about fluctuations in the average number of likes per EHM post on Twitter and sentiment analysis on EHM posts on Instagram.

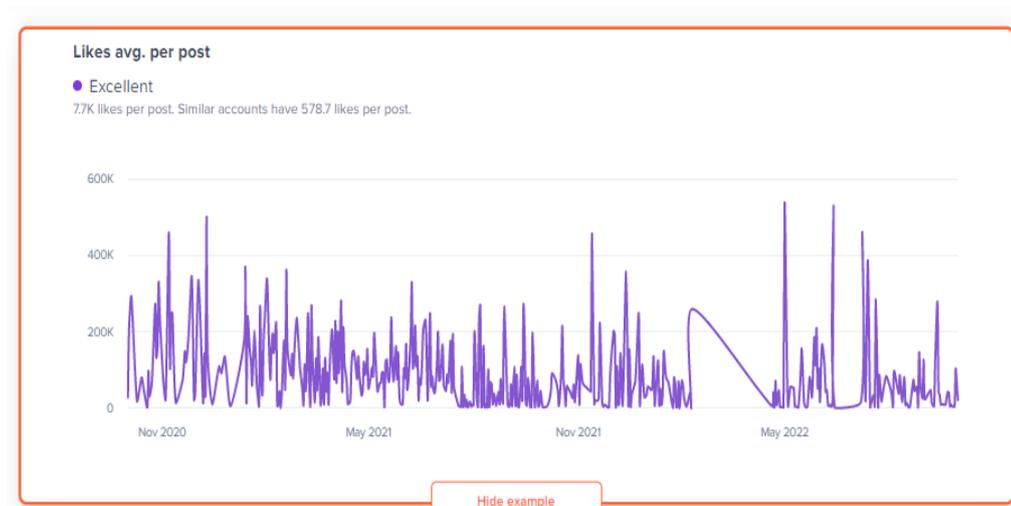


Figure 4. Average likes per post on Twitter
 Source: <https://app.hypeauditor.com/my-network/influencer/873234/analytics/twitter/ehmalang>

Figure 4 shows the Like dynamics for EHM posts on Twitter. It appears that there are various fluctuations, but in general from November 2020 to May 2022 it can be seen that the average number of Likes is above 200.

Furthermore, it can be said that social media is an opportunity for EHM to disseminate information, knowledge, campaigns, and others related to the environment. Through these social media, the public can get involved and participate in various EHM actions. This is acknowledged by Vanes Lim Singh, *Digital Engagement Specialist* from WWF, that “Social media is the key for Earth Hour as it's the fastest and most effective way to reach new audiences, with the help of our supporters. Every post, every hashtag, and every tweet helps us spread the #ChangeClimateChange movement to every corner of the world” (Socialbakers.com, 2018)

Conclusion

Based on the results of the study, it can be concluded that EHM has various modalities in fighting for efforts to build awareness of the future of the environment through a green lifestyle. This modality has become an important element of EHM's existence to date and is a determinant of the success of various actions or activities carried out by EHM. The modalities in question consist of organizational modalities, leaders and leadership, resources and resource mobilization, networking and participation, as well as community opportunities and capacities. These five modalities make EHM active, consistent, and sustainable in carrying out various real actions for the environment and having a role to encourage public awareness of various environmental issues.

As a recommendation for further research, this research needs to be continued to look at the various achievements of EHM as a global civil society at the local level concerning efforts to protect the future of the environment. The study of these achievements is important to see the global contribution of civil society at the local level and the global implications.

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Decision on Your Submitted Paper (IJSSRR) Modalities of Global Civil Society Actor at the Local Level: A Case Study of Earth Hour Malang

4 messages

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Wed, May 31, 2023 at 8:14 PM

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We are pleased to inform you that the International Journal of Social Science Research and Review (IJSSRR) Editorial Board has given the first approval of your article for publication. The editor, who conducted the initial review of your manuscript "*Modalities of Global Civil Society Actor at the Local Level: A Case Study of Earth Hour Malang*" was informed of the decision which is due for publication in **July 2023 (Vol 6, No 7)**. The article charge (APC) is **50 Euro**. Your paper will be published after your payment confirmation by the accounts department and also an acceptance letter and invoice will be sent for your consideration.

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ACCEPTANCE LETTER TO AUTHOR

Dear Najamuddin Khairur Rijal & Haryo Prasodjo,

It is a pleasure to accept your manuscript entitled “*Modalities of Global Civil Society Actor at the Local Level: A Case Study of Earth Hour Malang*” in its current form for publication in the **International Journal of Social Science Research and Review**. Thank you for your fine contribution. On behalf of the Editors of the Journal, we look forward to your continued contributions to the Journal.

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Modalities of Global Civil Society Actor at the Local Level: A Case Study of Earth Hour Malang

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Abstract

This study discusses the modalities possessed by global civil society actor at the local level, with a study on Earth Hour Malang (EHM). The EHM modality which is the focus of research is adopted from the theory of resource mobilization in the study of new social movements. This study uses a qualitative-descriptive approach. Sources of data come from primary data and secondary data. Primary data were collected from publications on EHM's social media and through interviews. The results showed that there are five important modalities owned by EHM, namely organizational modality, leader and leadership modality, resource and resource mobilization modality, network and participation modality, and opportunity and community capacity modality.

Keywords: *Earth Hour; Environmental Issues; Public Awareness; Green Lifestyle*

Introduction

This study discusses the modalities possessed by Global Civil Society (GCS) actor at the local level. The GCS in question is Earth Hour Malang (EHM). What is meant by 'local level' is Malang City and Malang Regency, which are the range of activities of EHM. EHM itself is a branch of Earth Hour (EH) Indonesia, where EH Indonesia is part of the global EH. Meanwhile, EH is a movement-based organization that actively and consistently fights efforts to save the global environment.

The study of EHM modalities is considered important for several reasons. First, EHM is a community-based movement that fights for environmental conservation, especially concerning climate change issues. EHM actively and consistently carries out various activities that contribute to environmental sustainability. These activities are carried out directly such as the School Campaign, Sambang Baby Tree, Cafe Night Campaign, City Park Campaign, plastic bag raids, and others, or indirectly in the form of campaigns via social media such as Instagram, Twitter, Line, Facebook,

YouTube, and Blogspot. The activity and consistency of the EHM mentioned above are proven by its achievement as the Most Active Earth Hour Account Based on Engagement in 2019.

Second, in its efforts to fight for environmental sustainability and the importance of awareness related to climate change issues, EHM actively approaches the government. The goal is for the government to issue policies that are oriented toward the future of the environment. At its peak, in 2019, EHM succeeded in lobbying the Malang Regency Government to issue a circular addressed to all levels of Malang Regency regional apparatus organizations.

The contents of the circular include an appeal to carry out a simultaneous movement of turning off lights for 1 hour up to the RT/RW level, building managers/regional icons, and crowd centers at the peak of Earth Hour Day. In addition, he appealed to the public to adopt energy-saving lifestyles every day by using electricity as needed. The issuance of this circular at least shows that EHM has an important modality to influence government policy (Rijal & Anggraheni, 2019).

In addition, EHM also conducts lobbying for business people, such as hotels, cafes and shopping centers, government agencies, and universities. The goal is to attract the involvement of these various parties to *switch off*, turn off the lights for one hour, on the night of Earth Hour Day the last weekend of every March. EHM's lobbying ability is proven by the involvement of various government agencies, business actors, and universities to turn off the lights at the appointed time.

Third, in every action carried out by EHM, it often collaborates with various communities, non-governmental organizations, student organizations, and various other actors. This is because EHM realizes that the struggle to protect the future of the environment cannot be done alone, but requires the involvement of various parties and stakeholders. In addition, every year EHM opens an opportunity to join as a volunteer. At least, more than 200 people volunteered to register as volunteers, most of whom were students from various universities in Malang Raya. This is inseparable from the existence of EHM as a movement that actively and consistently fights for environmental issues (Rijal, 2020).

Therefore, this study seeks to examine what modalities are owned by EHM in fighting for the future of the environment at the local level. The urgency of this study is to bring together the global dimension and the local dimension, which in the study of international relations is called international-domestic (intermestic). Namely, about how global issues are responded to at the local level or how activities at the local level contribute to solving global problems.

The research question that is attempted to be answered in this study is how the modalities of EHM as a GCS actor at the local level. Based on these questions, the purpose of this study is to map the modalities of EHM as a GCS actor at the local level. The benefits of this research are expected to provide scientific contributions to the development of GCS studies as one of the important actors in contemporary International Relations studies. In addition, this research also contributes to Intermestic studies in the study of International Relations. Practically, this research is useful for GCS actors at the local level to understand their modalities and then identify their strengths and weaknesses, opportunities, and challenges they face.

This research is a continuation and development of previous research conducted by researchers. Previous studies examined, firstly, GCS strategies at the local level, with a case study on EHM (Rijal & Anggraheni, 2019). Second, the role of EHM as a GCS in climate change mitigation efforts through actions at the local level (Rijal, 2020). Third, the EHM public awareness campaign model as a GCS at the local level (Rijal & Widiatmojo, 2021).

Since 2019, researchers have conducted research related to GCS at the local level. In 2019, researchers studied EHM strategies at the local level. There are four strategies carried out, namely

lobbying, networking, visibility, and audibility. Then, in 2020, researchers will examine the role of EHM in mitigating climate change at the local level. In 2021, researchers analyzed the public awareness campaign model conducted by EHM, which includes campaigns to encourage individual behavior change and to encourage policy change. In 2022, researchers will examine the transformation and development of local movements into global movements, with a case study of Bye Bye Plastic Bags (BBPB).

Furthermore, several other studies examine the existence of EH at the global/international, state, and local levels. At the global level, EH through its parent organization the World Wildlife Fund (WWF), has succeeded in mobilizing the community to get involved so that this movement quickly spreads in various countries (Baktiar, 2014). In the context of the campaign, EH advocates for environmental issues through targeted communication strategies (Marciano, 2011). One of the media campaigns used is Twitter to influence public engagement (Fernandez et al., 2015). In addition to Twitter, EH also utilizes various types of social media and mass media (Devashayam, 2010). The campaign using a variety of media was carried out both at the state and local levels (Kee, 2013; Ronauli, 2016; Ulfa & Fatchiya, 2018; Wahyu Yuliasuti Widorini & Hermawati, 2014). One of the impacts is community involvement in the switch off action which at least contributes to the reduction of electricity consumption in various countries (Olexsak & Meier, 2013).

Various previous studies mentioned above contribute to this research in understanding the existence of EH at various levels: global, country, and local. In addition, the previous research above provides an overview of EH's activities on various social media in conducting campaigns to attract community involvement to support and be involved in what they stand for.

The conceptual basis used is the GCS concept. GCS is understood as actors outside the state and the market (economic actors) who fight for the interests of the wider public. They consist of community groups that are not intervened by the political interests of the authorities or the economic interests of entrepreneurs. John Keane defines GCS as a social space, organization, movement, or group that is interconnected, consisting of more than one actor, their activities, and networks across national borders, and they interact with each other connecting local to global dimensions or vice versa (Keane, 2003).

The character of GCS is voluntary, non-governmental, and non-commercial (Anheier et al., 2001). What they are fighting for is the public interest, but they are not part of and are free from intervention and the interests of the state. Its activities are also not profit-oriented (non-profit) and therefore free from market interests and interventions. With such a position, GCS is also referred to as the "third sector" (Scholte, 1999). GCS is an actor who is a critical element of the state (first sector) and market (second sector).

In the context of this research, the modalities of EHM that will be the focus of research including organizational modalities, leadership modalities, resource modalities, network modalities, and community participation modalities. These five modalities were adopted from the resource mobilization theory in the study of new social movements. According to Sukmana, in the resource mobilization theory, five important factors can be formulated that determine the existence and success of a social movement, namely movement organization, leader and leadership, resources and resource mobilization, network and participation, and community opportunities and capacities (Sukmana, 2016).

The determinant factor of this theory is considered relevant to see the modalities of EHM because EHM is essentially also a new social movement that was born from an awareness of environmental problems. The five modalities mentioned above are then used as a framework to understand and explain the modalities owned by EHM as GCS at the local level.

Method

This research uses a qualitative approach. In qualitative research, the research design is flexible and develops in the research process where the data collected is in the form of words and sentences, not statistical numbers. As for the purpose, this research is a descriptive study, which aims to only describe the situation or phenomenon, without looking at the causal relationship or the relationship between variables.

The data sources come from primary data and secondary data. Primary data was collected from publications on EHM social media, especially Instagram and Twitter which were then processed using the NCapture feature on NVivo12Plus. In addition, primary data was also collected through interviews with EHM activists. The secondary data was obtained from various literature such as books, journals, magazines, online articles, news portals, and other relevant library sources.

The data analysis technique used in this study adopts what was stated by Miles, Huberman, and Saldana data analysis involves four components, namely data collection, data condensation, data display, and drawing conclusions (Miles et al., 2014). In the context of this research, data analysis begins with conducting interviews with EHM activists to collect data related to EHM activities. In addition, data is also collected by searching written sources. The data collected will then experience condensation so that researchers only use relevant data. The data is then presented in the results and discussion section as needed to answer the research questions posed and generalizations are drawn in the form of conclusions.

Results and Discussion

Based on the results of the study, data obtained that there are at least five forms of modalities owned by Earth Hour Malang, which are as follows:

1. Organizational Modality

Earth Hour has been adopted in Indonesia since 2009 and the first switch-off action was held in Jakarta. Then, in 2010, the switch-off action was held in three cities, namely Jakarta, Bandung, and Yogyakarta. Along the way, this action quickly spread to various regions, including East Java such as Surabaya, Malang, Batu, Kediri, and Sidoarjo. This switch-off action involves multi-stakeholders from various circles and backgrounds, starting from students and university students, bureaucrats and politicians, businessmen, and various elements of society. In a decade, Earth Hour in Indonesia has been supported by 67 cities, driven by more than 1,500 active volunteers in 31 cities, and reached 2 million supporters through digital activation. Until now in Indonesia, there are 33 EH (WWF Indonesia, 2022b)

Globally, Earth Hour, or switch-off action began in 2007 in Sydney, Australia. Since then, the action has been adopted in various countries. In 2008, the second switch-off action involved 50 million people in 35 countries. Then, in 2009, EH was called “broke all records of mass participation, becoming the world's largest grassroots movement for the environment” (Earth Hour, 2022b). In its development, earth hour is not just an annual action in the form of a switch-off but has developed into an organized, community-based movement. EH has branches in various countries, including in various regions in Indonesia, one of which is in Malang. Its annual routine activities are in the form of switch-offs and various other routine activities that are oriented toward saving the future of the environment. “Earth Hour has also gone far beyond the symbolic action of switching off – it has become a catalyst for positive environmental impact, driving major legislative changes by harnessing the power of the people and collective action” (Earth Hour, 2022c).

Furthermore, the existence of EH cannot be separated from the World Wildlife Fund (WWF) (Haibat Kannaby & Saadah, 2018). WWF itself is a non-governmental organization that was founded in 1961 and is engaged in the conservation of biodiversity. As a global organization, WWF has a network of more than 80 offices in more than 100 countries around the world (WWF Indonesia, 2022a). EH was originally initiated by WWF Australia. WWF initiated Earth Hour as a way of engaging a broad section of society in the environmental issues challenging citizens across the world (Earth Hour, 2022a).

Its existence as part of WWF or being born by WWF is a separate modality for EH. This is because WWF is the largest conservation organization in the world that has a global network. With the global network owned by WWF, EH is quickly recognized and able to attract wider community support. In the context of EHM, WWF Indonesia, which has existed since 1962 and has officially become a foundation in 1996, is the capital for the existence of EHM and EH in other areas.

2. Leader and Leadership Modality

EHM is led by a City Coordinator who is assisted by a Division Coordinator. They are the daily administrators of EHM in the one-year term of management. The volunteers who are members of the EHM are divided into several divisions with their respective duties and roles. Several divisions exist, namely the Creative Campaign, Online Campaign, Multimedia, Fund Raising, and Public Relations divisions. The description of the duties of each task division is as follows (Earth Hour Malang, 2018); First, Multimedia Division is responsible for preparing all promotional media for every action that will be held. Promotion media can be in the form of graphic design as a form of visual communication that uses text and or designs such as videos and posters for effective and communicative promotions. In addition, his task is to document various activities in the form of images and videos.

Second, Fund Division Rising, as the name suggests, performs various creative and innovative ways to raise funds independently, either by selling goods such as merchandise (t-shirts, goodie bags, and tumblers), selling used goods, processing used goods into items of economic value for then sold, held a garage sale (used clothes and worth selling), or looking for sponsors.

Third, Online Campaign Division is tasked with publicizing and campaigning for all Earth Hour Malang activities through social media. There are five social media owned by Earth Hour Malang, namely Blog, Instagram, Line Official, Twitter, and Youtube.

Fourth, Creative Campaign Division is tasked with drafting and organizing all creative actions carried out by Earth Hour Malang. This division is called a very vital division because the activities carried out by Earth Hour Malang are conceptualized by the volunteers in this division.

Fifth, Public Relations Divisions is in charge of establishing cooperative relationships with various parties, such as the community, media, government, sponsors, ambassadors, and others. Therefore, in its working system, this division is divided into sub-divisions tasked with conducting relations according to their responsibilities, namely the Government and community sub-divisions, hotels and cafes, media and sponsors, as well as guest stars and ambassadors.

Furthermore, so far the City Coordinator and EHM daily management are students. The EHM volunteers are also mostly students from various universities in Malang as well as students from various high schools in Malang. With his position as a student, this becomes an important modality for EHM. Because, by being led and managed by students, they have access to attract sympathy and encourage the involvement of the campus academic community to support the EHM movement. Moreover, some of them also have internal organization administrators at the university, faculty, and study program levels so that they have open access to campaigning for what EHM stands for.

This is evidenced by various EHM activities that collaborate with campus circles, such as the Student Executive Board, Department Student Associations, and student organizations from various campuses. In addition, every year on Earth Hour Day, various campuses are also involved in switching off. This shows that the administrators/leaders of EHM can lobby university leaders to get involved and support the switch-off action which is held every year.

3. Resource and Resource Mobilization Modality

Resources consist of five aspects. First, moral resources. Moral resources include solidarity support, sympathetic support, and celebrity support. In this context, EHM activities are supported by various government and legislative officials; student activists; support of public figures (both groups and individuals) through EHM Ambassadors, such as local bands, outstanding students, ambassadors/girls/boys (such as Putri Bahari, Putri Lingkungan, Raka/Raki, Kakang/Mbakyu, Duta Anti Narkoba, Joko Roko, etc). This support is evidenced through the involvement of each party in various actions carried out by EHM, especially during the peak of Earth Hour Day. The involvement of many parties is moral support for EHM which shows that the environmental issues that are being fought for by EHM as a GCS create multi-party engagement.

Second, cultural resources. EHM has various routine actions that are massively carried out by all EH in Indonesia, such as school campaigns, café night campaigns, city park campaigns, baby tree visits, study gathering together, and switch-off actions; as well as various types of routine campaigns such as the #beliyangbaik campaign, #seninbawatumbler, #selasabawabekal, #plastiktakasuk, #sabtupreiBBM, and others (Amalia, 2019).

These various routine actions become a resource for EHM which makes it known to various groups, especially students and university students. Through these various actions, EHM campaigns socialize, introduce, inform, as well as teach the community to take part in efforts to save the earth through a green lifestyle.

Third, organizational-social resources. As mentioned above, EHM is incorporated into EH Indonesia which is then connected to EH around the world, where the umbrella organization of EH is the World Wildlife Fund (WWF), a global INGO that has been concerned with the environment for decades. EH (including EHM of course) is a community

Fourth, human resources. EHM has hundreds of volunteers, mostly students, and students. The existence and development of EHM are supported through the recruitment of volunteers to be part of the various actions carried out. Volunteer recruitment is generally done between October-December every year. According to Arzanti, Coordinator of the 2019 Earth Hour Malang Creative Campaign Division, participation and interest, in particular, Malang students and students at Earth Hour Malang is quite high (Arzanti, 2020). This is shown by the increase in the number of volunteers, from 2018 as many as around 200 people who registered as volunteers increased to more than 400 people who volunteered in 2019. In 2020, there were 234 registrants of which 146 passed the selection as volunteers (Earth Hour Malang, 2019). Then in 2021, 137 new volunteers passed the selection.

The number of volunteers in 2021 and 2021 did show a decrease compared to the previous year because it was inseparable from the impact of the Covid pandemic. However, even so, this figure is still above a hundred volunteers, which shows that the public's interest to become part of EHM is quite high. This shows that EHM has enough human resources to jointly fight for a universal environmental future.

Lastly, the fifth is material resources. Material resources include financial capital. EHM is not a profit institution, therefore efforts to meet their needs are carried out independently and independently. The method used is fundraising by looking for sponsors who are concerned with environmental issues to

be involved in various action agendas owned by EHM (Jasmine, 2021). In addition, other efforts are merchandising, namely selling various products that support a green lifestyle. The sales proceeds are then used to meet various EHM operational needs.

In connection with the above, according to Edward and McCarthy, in Sukmana, there are several mechanisms by which actors can access their material resources (Sukmana, 2016). Fundraising efforts carried out by EHM can be referred to as an aggregation or collection mechanism. Existing resources are still scattered among various parties and then try to be collected (through sponsorship) to be converted into collective resources. The merchandising effort can be referred to as a self-production mechanism, where EHM creates its own or adds value to pre-existing resources.

In addition, material resources include physical capital, such as office space or secretariat. EHM does not have a fixed secretariat, therefore every year EHM's correspondence address changes. It adjusts to the management for a certain period. For example, in 2020, EHM's address is on Jalan Candi Panggung Permai Malang, then in 2021, it will be moved to Jalan Bantaran. The existence of this secretariat is important as a means for EHM volunteers to meet, gather, discuss, and discuss the actions to be taken. With a larger number of participants, EHM often uses public spaces to meet volunteers on an agenda called Gathering and Learning Together (Kumpul dan Belajar Bareng/Kumbang).

4. Network Modalities and Participation

Earth Hour Malang establishes cooperative relationships with various parties (Rijal & Anggraheni, 2019), both student organizations, and communities that care about the environment. For example, in 2017, Earth Hour Malang collaborated with AIESEC Universitas Brawijaya, Malang Gardening, Down Hand, and Kemangteer Malang held a Sambang Baby Tree. Then, held a Baper (Bareng Periksa Sumber) at the Precet Junrejo Water Source, Batu City in collaboration with EH Kota Batu.

Furthermore, throughout 2018, Aksi Menghadap Laut, for example, was held EHM in collaboration with Marine Buddies Surabaya, Climate Change Frontier, Sobat Bumi Malang, Ekora Community, AIESEC, Hilo Green Community, BEM, and Mapala Ma Chung University, and Earth The other hours are EH Sidoarjo and EH Kota Batu. Likewise in the action of Ngasix (Ngabuburit Asik with EHM) collaborating (or in EHM words, KolaborAksi) with the Komunitas Gendong Indonesia. Also, the collaborative action in commemoration of Earth Day 2018, with the Asian Medical Students Association UMM and Gerakan Tanam Sejuta Pohon in collaboration with Ngalup.co in collaboration with Parimaya (Pariwisata Malang Raya).

In 2019, the collaborative action held by Earth Hour Malang as in Ashiap (Aksi Shigap Ambil Sampah) was initiated to commemorate Garbage Care Day. Earth Hour Malang collaborates with the Turun Tangan Malang community and the Green Generation Malang. They carried out a garbage operation by cleaning the garbage around Malang Square and Pasar Besar until around 9 sacks were collected which were then distributed to the Environment Agency for processing. Furthermore, in various actions, EHM always collaborates with various actors who are equally concerned about environmental issues.

In addition, Earth Hour Malang also has a network with various radio stations to publicize its actions. Every time before the annual switch-off agenda or known as Ngalam Petengan, EHM has appeared to hold talk shows and campaigns on local radio. Several radios where EHM often exists, such as RRI Malang, Elfara FM, Andalus FM, Puspita FM, Radio Kencana, Radio Kosmonita, Radio MAS FM, MFM, Kalimaya Bhaskara FM, Radio Humanistik, Radio Se7enline, Radio Gita Lokaswara, Radio Sound FM, Bhiga FM, UMM FM, and others. Apart from radio, EHM has also appeared on several talk shows on local television stations.

The following image shows EHM's activity on Instagram social media, based on Ncapture results using NVivo12Plus. The picture shows several actors (accounts) that EHM mentions a lot in their posts. The mention of the actor (account) relates to the activities carried out together or the issues being fought for and relates to the mentioned actors. For example, some of the EH accounts mentioned are EH Surabaya, EH Kediri, EH Sidoarjo, and EH Kota Batu, indicating that they have a network and are involved in several joint actions. Likewise, EHM often mentions Malang Regency Government, Public Relations Malang Regency, and Malang City Government because in some of its actions, EHM is supported and involves the Malang City and Regency governments.

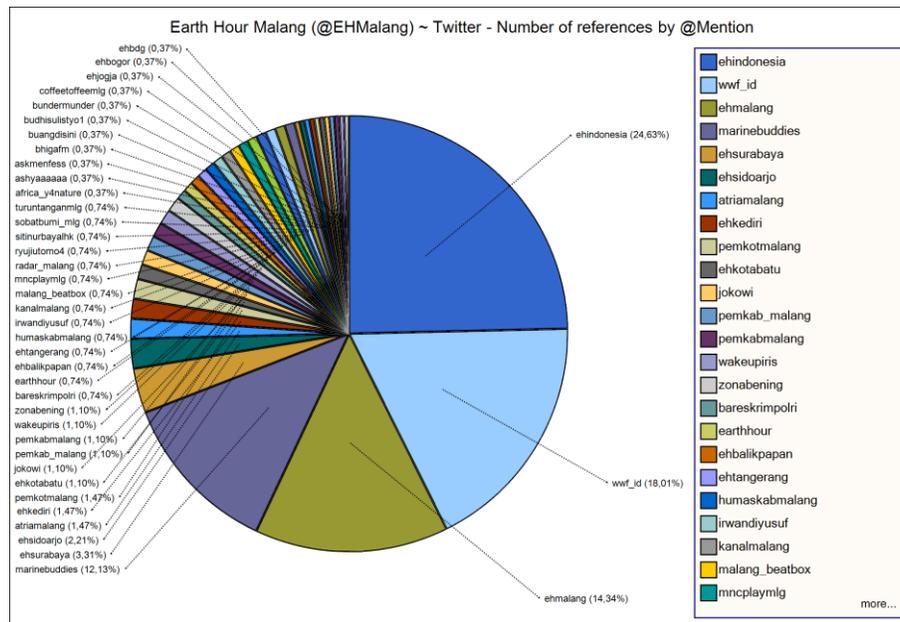


Figure 1. EHM number of references by mention
Source: Author, Ncapture of NVivo12Plus analysis (2022)

Furthermore, various collaborations (networks) owned or carried out by Earth Hour Malang show that this community has good relations with various other communities. This is admitted by Calista Amalia, that, “The cooperation that exists between EH and other communities is very good. ... We rarely turn down invitations from other communities, so they do the same to us” (Amalia, 2019)

The statement above implies that there is a kind of reciprocal relationship between communities, where they invite other communities to be involved so that if other communities have activities, they are also present. Such a relationship shows that there is mutual support between various communities in fighting for the issues they are fighting for. Earth Hour Malang, for example, cooperates with various environmental communities or cares about the environment, realizing that these problems cannot be fought alone. Because of that, the need to build a network (networking) is a necessity for all communities to walk hand in hand on the issue or vision they are fighting for.

5. Modalities of Community Opportunities and Capacity

The opportunity modality relates to the capital used by EHM as a means to show its existence. One of the most important is the use of various social media. The use of social media is a vital part of disseminating information, conducting campaigns and education, inviting public involvement, and others.

Through social media, EHM shows what it does and what it strives for, which in the end invites the public to get involved and participate in having a green lifestyle.

As for some of EHM's social media accounts and the number of followers as of October 16, 2022, Instagram @earthhourmalang has 4,393 followers, Twitter @EHMalang has 3,933 followers, Line @vpw4827v account is followed by 1,592 people, Earth Hour Malang Facebook page is followed by 714 and Earth YouTube account Hour Malang has 169 subscribers and has been watched as many as 14,086 times since February 2012. This follower number at least shows that EHM's social media has a fairly large and wide audience reach.

The results of the analysis of Instagram accounts @earthhourmalang and Twitter @EHMalang using Hypeauditor yielded the following information,

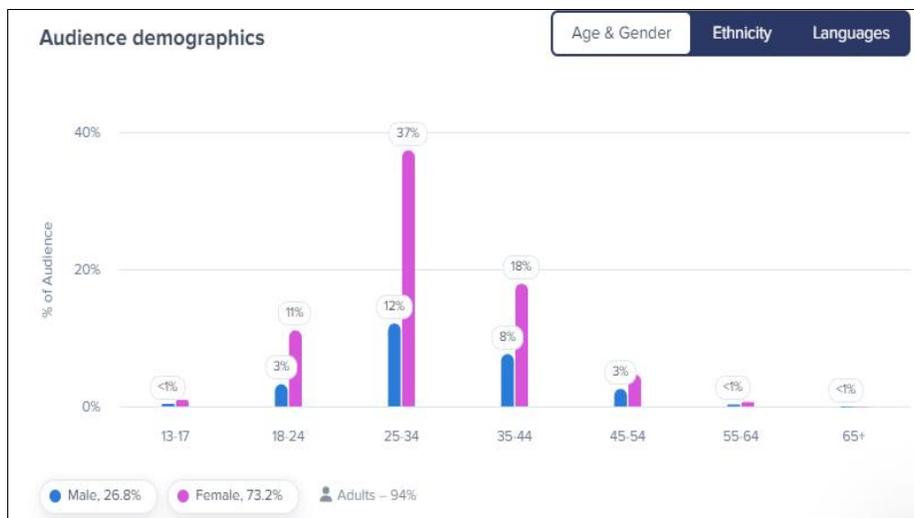


Figure 2. Audience demographics on Instagram

Source: <https://app.hypeauditor.com/my-network/influencer/873187/analytics/instagram/earthhourmalang> (2022)

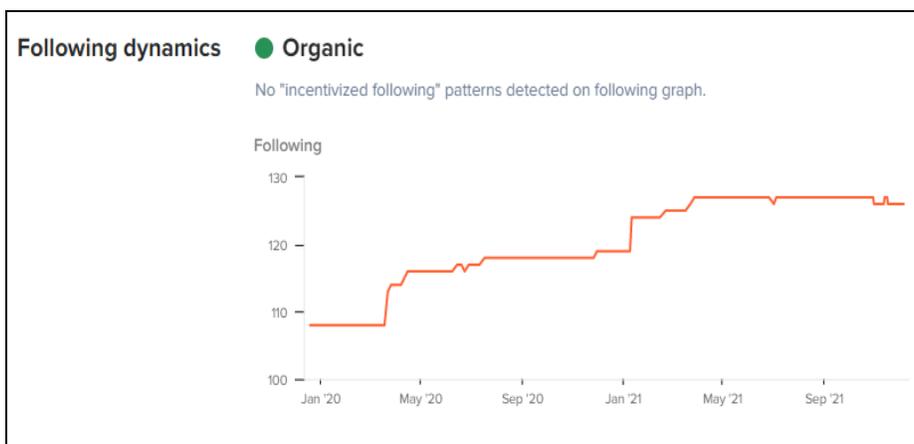


Figure 3. Following dynamics on Twitter

Source: <https://app.hypeauditor.com/my-network/influencer/873234/analytics/twitter/ehmalang>

The Figure 3 above shows the demographic aspects of EHM's Instagram followers, consisting of age and gender. It is known that most of EHM's followers on Instagram are between the ages of 25-34, followed by the age group of 35-44. The percentage of women who is more dominant (73.2%) than men (26.8%) are followers of EHM on Instagram. Meanwhile, on Twitter (Figure 4) the number of followers of @EHMalang continues to increase.

The large number of followers who follow EHM's various social media accounts is an opportunity for EHM to continue campaigning for a green lifestyle and information related to the environment. Especially with followers who are on average young (25-34 years old) become their capital for EHM, considering that they are generally social media literate individuals and spend a lot of time on social media. Thus, exposure to the information shared by EHM has a large enough opportunity. This can be confirmed from the following image about fluctuations in the average number of likes per EHM post on Twitter and sentiment analysis on EHM posts on Instagram.

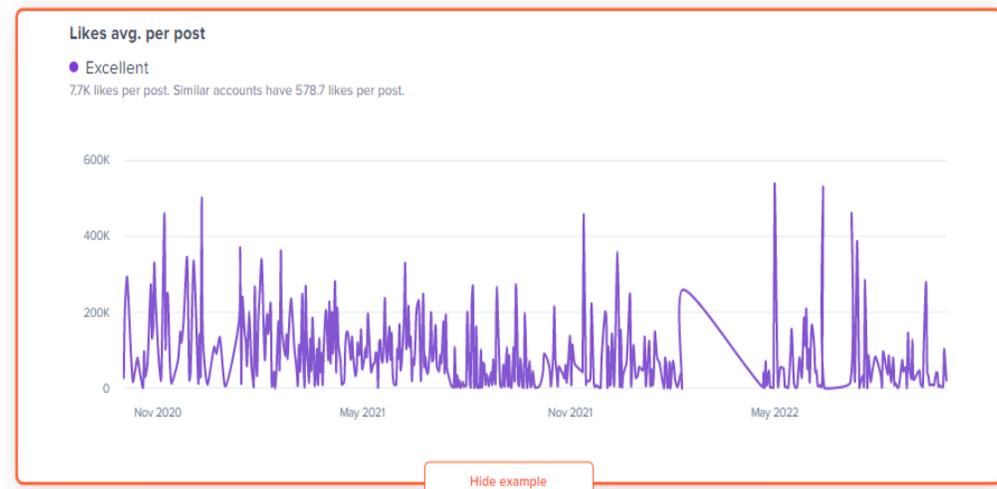


Figure 4. Average likes per post on Twitter

Source: <https://app.hypeauditor.com/my-network/influencer/873234/analytics/twitter/ehmalang>

Figure 4 shows the Like dynamics for EHM posts on Twitter. It appears that there are various fluctuations, but in general from November 2020 to May 2022 it can be seen that the average number of Likes is above 200.

Furthermore, it can be said that social media is an opportunity for EHM to disseminate information, knowledge, campaigns, and others related to the environment. Through these social media, the public can get involved and participate in various EHM actions. This is acknowledged by Vanes Lim Singh, *Digital Engagement Specialist* from WWF, that “Social media is the key for Earth Hour as it's the fastest and most effective way to reach new audiences, with the help of our supporters. Every post, every hashtag, and every tweet helps us spread the #ChangeClimateChange movement to every corner of the world” (Socialbakers.com, 2018)

Conclusion

Based on the results of the study, it can be concluded that EHM has various modalities in fighting for efforts to build awareness of the future of the environment through a green lifestyle. This modality has become an important element of EHM's existence to date and is a determinant of the success of various actions or activities carried out by EHM. The modalities in question consist of organizational modalities,

leaders and leadership, resources and resource mobilization, networking and participation, as well as community opportunities and capacities. These five modalities make EHM active, consistent, and sustainable in carrying out various real actions for the environment and having a role to encourage public awareness of various environmental issues.

As a recommendation for further research, this research needs to be continued to look at the various achievements of EHM as a global civil society at the local level concerning efforts to protect the future of the environment. The study of these achievements is important to see the global contribution of civil society at the local level and the global implications.

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