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### BUILDING AWARENESS FOR A GREEN ECONOMY: AN ANALYSIS OF GEYO.IDN'S SOCIAL MEDIA STRATEGY USING THE FOUR PILLARS THEORY

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#### Abstract

*Environmental campaigns on social media often face challenges in sustaining engagement and driving behavioral change, as initial interest frequently wanes, limiting long-term impact. While social media effectively raises awareness, targeted strategies are essential for inspiring meaningful action. This study examines the social media strategies of the Green Economy Youth Organization (@geyo.idn), focusing on its ability to engage youth and promote sustainability through community initiatives and educational posts. Using a qualitative approach guided by the Miles and Huberman model, a case study method was employed to analyze @geyo.idn's campaigns. Content analysis, framed by the Four Pillars of Social Media Strategy—Communication, Collaboration, Education, and Entertainment—proposed by Safko & Brake (2009), was applied to assess post language, visuals, and interactive features. Findings reveal that @geyo.idn predominantly employs Collaboration and Education strategies, reflecting audience preferences for meaningful and actionable content. High-engagement posts successfully combine multiple pillars, particularly where Collaboration and Communication dominate, with Education linking activities to broader sustainability goals and Entertainment enhancing overall appeal. This integration of pillars fosters audience participation and sustained awareness. The research concludes that while @geyo.idn effectively leverages Collaboration and Education to drive engagement, incorporating more Entertainment elements could diversify its approach and sustain long-term interaction. Future campaigns should continue emphasizing clear communication while exploring creative and interactive formats to broaden appeal and impact.*

**Keywords:** Green Economy, Social Media Strategy, Youth Engagement, Environmental Campaigns, Behavioural Change.

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#### Abstrak

Kampanye lingkungan di media sosial sering menghadapi tantangan dalam mempertahankan keterlibatan dan mendorong perubahan perilaku, karena ketertarikan awal sering kali menurun sehingga membatasi dampak jangka panjang. Meskipun media sosial efektif dalam meningkatkan kesadaran, strategi yang terarah sangat penting untuk menginspirasi tindakan nyata. Penelitian ini mengkaji strategi media sosial dari Green Economy

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Youth Organization (@geyo.idn), dengan fokus pada kemampuannya dalam melibatkan anak muda dan mempromosikan keberlanjutan melalui inisiatif komunitas dan ungahan edukatif. Menggunakan pendekatan kualitatif dengan model Miles dan Huberman, metode studi kasus diterapkan untuk menganalisis kampanye @geyo.idn. Analisis konten dilakukan berdasarkan Four Pillars of Social Media Strategy—Komunikasi, Kolaborasi, Edukasi, dan Hiburan—yang dikemukakan oleh Safko & Brake (2009), untuk menilai bahasa ungahan, visual, dan fitur interaktifnya. Temuan penelitian menunjukkan bahwa @geyo.idn secara dominan menerapkan strategi Kolaborasi dan Edukasi, mencerminkan preferensi audiens terhadap konten yang bermakna dan dapat ditindaklanjuti. Ungahan dengan keterlibatan tinggi berhasil menggabungkan beberapa pilar, khususnya ketika Kolaborasi dan Komunikasi mendominasi, dengan Edukasi yang mengaitkan aktivitas ke tujuan keberlanjutan yang lebih luas, serta Hiburan yang meningkatkan daya tarik secara keseluruhan. Integrasi antar pilar ini mendorong partisipasi audiens dan kesadaran yang berkelanjutan. Penelitian ini menyimpulkan bahwa meskipun @geyo.idn efektif memanfaatkan Kolaborasi dan Edukasi untuk meningkatkan keterlibatan, penambahan elemen Hiburan dapat mendiversifikasi pendekatannya dan mempertahankan interaksi jangka panjang. Kampanye ke depan disarankan untuk terus menekankan komunikasi yang jelas sembari mengeksplorasi format kreatif dan interaktif untuk memperluas daya tarik dan dampaknya.

**Kata Kunci:** Ekonomi Hijau, Strategi Media Sosial, Keterlibatan Pemuda, Kampanye Lingkungan, Perubahan Perilaku.

## INTRODUCTION

In recent years, the concept of a "green economy" has shifted from an abstract ideal to a pressing global priority. As various environmental problems continue to attract attention, concepts to overcome these problems and initiatives to protect the environment have emerged (Fadli & Sazali, 2023). The concepts and initiatives made are very broad, including the economic aspects introduced as the concept of green economy. The emergence of those environmental problems is also a special concern for various parties, including economic activity actors, thus giving rise to the Green Economy plan (Wibowo, 2023).

Defined as an economic approach that focuses on sustainable development and utilization of resources, by integrating economic, environmental, and social aspects by involving changes in mindset and lifestyle, green economy expects people to adopt sustainable behaviors and consumption such as reducing waste, supporting environmentally friendly products, and recycling (Wahida & Uyun, 2023). Green economy prioritizes safety and environmental sustainability, provides benefits in the short and long term (sustainable), and reduces inequality for current and future generations as well aims to accelerate innovation and investment in sustainable development (Wibowo, 2023).

The green economy is an increasingly significant issue because it directly responds to today's crucial global challenges, particularly environmental degradation, climate change, and the growing demand for corporate social responsibility. The concept of the green economy, which

emphasizes sustainable and environmentally friendly development, has been adopted not only as an environmental solution but also as a strategic tool to enhance corporate image (Anwar, 2022). From the perspective of marketing communication, the green economy enables companies to project a responsible and eco-conscious identity in the media (Raisa & Wardyaningrum, 2024). Furthermore, Afriadi (2019) and Rahmawati & Andrini (2023) emphasize that effective public relations strategies play a vital role in maintaining and strengthening the green image of both products and companies. In today's competitive and environmentally sensitive market, business models that integrate sustainability are no longer optional but have become a crucial strategy for companies to remain relevant and competitive (Basri & Siam, 2019). This demonstrates that the green economy is not only an environmental movement but also a response to economic, social, and ethical challenges faced by modern society.

Nowadays, companies can use social media as a means of communication with customers and the public. Social media have become a significant tool of communication to spread certain messages, such as campaigns on environmental issues (Panuntun, 2024). With its ability to reach a wide and diverse audience, social media has become an important tool for spreading green economy principles, especially among the younger generation (Mallick & Bajpai, 2019). Social media plays an integral role in the modern economic landscape, providing companies with a powerful platform to engage with their stakeholders, promote sustainability initiatives, and drive awareness around green economy principles (Yao et al., 2019).

While many environmental campaigns use social media, few achieve the level of engagement and behavioral change necessary to create a meaningful impact (Hajri & Daife, 2024; Ummar et al., 2023). A report from the Indonesian Environmental Resilience Foundation discusses how social media can mobilize action but also notes that many campaigns struggle to maintain momentum beyond initial engagement (Panuntun, 2024). Another study, focusing on Indonesian millennials, indicated that while social media facilitates discussions about climate change, it also revealed limited engagement with expert content and concerns about misinformation (Zein et al., 2024). These findings collectively suggest that while social media is a powerful tool for raising awareness about environmental issues, the transition from awareness to meaningful action is often inadequate without targeted strategies and ongoing engagement efforts.

One of the organizations that actively utilizes social media to promote the green economy is

the Green Economy Youth Organization (@geyo.idn), an Instagram-based platform with 4,869 followers as of 31 December 2024. This account is dedicated to advocating green economy values and raising environmental awareness among young people. The activities carried out by @geyo.idn reflect the principles of the Four Pillars of the Green Economy, which consist of environmental sustainability, economic viability, social inclusiveness, and good governance.

Through educational content, @geyo.idn emphasizes environmental sustainability by promoting eco-friendly lifestyles; through community-based programs and youth empowerment, it supports social inclusiveness; through collaborative campaigns and creative economic initiatives, it contributes to economic viability; and through transparent advocacy and public engagement, it reflects aspects of good governance. By integrating these four pillars in its digital communication strategies, @geyo.idn seeks to raise youth awareness and encourage active participation in building a sustainable future. Emphasizing collaboration as their main approach, they believe that by fostering a deep understanding of sustainability and providing platforms for youth engagement, we can collectively drive the transition to a more environmentally friendly and socially equitable future (Geyo, n.d.). Understanding the impact of social media campaigns like @geyo.idn's is crucial because such campaigns have the power to move beyond awareness-raising to actively influence behaviors and consumer choices (Joshi & Rahman, 2016).

The present study draws by the previous studies on social media campaigns for the green economy. First, there is a study conducted by Raisa & Wardyaningrum (2024), which applied Safko & Brake's Four Pillars Theory. The previous study identified the types of content that most effectively capture followers' attention, how green economy messages are communicated, and how followers interact with this content on the Instagram account @ecollabo8. The study's findings indicate that among these four elements, communication content is the most frequently posted on the @ecollabo8 Instagram account. The content primarily serves to communicate @ecollabo8's green economy activities and promote their products through videos, which have proven to generate higher engagement. Second, there is a qualitative content analysis administered by Alif et al. (2024). The study examined the environmental campaign on the Instagram account @zerowaste.id in educating the public by interpreting @zerowaste.id account posts that are relevant to environmental campaigns. The research findings reveal that the Instagram account @zerowaste.id not only educates Instagram followers through its informative

and creative content about zero waste lifestyle, but also campaigning the green economy movement by commerced environmentally friendly products and persuading followers to use such products in their everyday lives. Lastly, there is a systematic literature review of sustainable interaction design authored by Besana et al. (2024). The paper discusses how sustainable interaction design can leverage collaborative efforts to foster community engagement. It emphasizes that partnerships with organizations can amplify the reach of sustainability initiatives, thereby increasing their impact on public behavior towards eco-friendly practices.

The three prior studies on green economy campaigns, overall, highlight the importance of leveraging social media to foster communication that resonates with audiences, encouraging them to connect with environmental causes on a personal level. Informative and visually appealing content has been found particularly effective on platforms like Instagram, where users are drawn to high-quality visuals and authentic stories. Furthermore, collaboration with like-minded organizations can amplify the reach and credibility of green campaigns, while interactive calls to action, such as links to eco-friendly products or lifestyle tips, help to drive real-world sustainable behaviors.

However, while prior studies have explored green marketing strategies, few have focused on how the Four Pillar Strategies can be combined to leverage Instagram in promoting the green economy. To fill this gap, this study seeks to analyze how @geyo.idn's leverages Instagram to promote green economy values and inspire sustainable practices to craft an engaging and impactful green economy campaign through the lens of the Four Pillars of Social Media Theory (Safko & Brake, 2009). The research will analyze 30 newest Instagram posts from @geyo.idn published between January 2024 and December 2024, focusing on those which are related to sustainable practices and green economy principles.

The findings of this study are expected to contribute to the body of knowledge on green economy campaigns in digital spaces, particularly within the context of Instagram as a platform for environmental advocacy. Furthermore, the insights gained from analyzing @geyo.idn's campaign could inform best practices for other organizations and brands seeking to promote sustainability through social media. Ultimately, this research can support the development of more impactful green economy campaigns.

## METHOD

This study employs a purposive sampling technique, in which the research subject is deliberately selected based on specific criteria relevant to the research objectives. Qualitative research allows for an in-depth exploration of subjective experiences and social phenomena, making it suitable for understanding the dynamics of digital campaigns (Creswell, 2014). The qualitative data analysis followed the Miles and Huberman model including four steps: data collection, data reduction, data presentation, and conclusion drawing (Suparman, 2020). A case study method is adopted to focus on this single instance of a social media campaign, enabling detailed analysis of its unique context, strategies, and impact (Yin, 2018). Content analysis is utilized as the primary technique for examining the posts and interactions shared by @geyo.idn's, ensuring a detailed investigation of the campaign's messaging and engagement (Krippendorff, 2018).

The Instagram account @geyo.idn was chosen because it consistently produces content related to the green economy and environmental sustainability, making it directly aligned with the focus of this study. In addition, @geyo.idn actively targets young audiences through educational campaigns, community engagement activities, and collaborative programs, which reflects its strong relevance to youth-based digital environmental advocacy. The account also demonstrates consistent posting activity and interaction with followers, allowing the researcher to obtain rich and sufficient qualitative data for analysis. Therefore, @geyo.idn is considered an appropriate and representative case for examining social media strategies in green economy campaigns.

Further, The research adopts a case study design centered on @geyo.idn's green economy campaign on Instagram. Case study designs are particularly effective for exploring bounded systems and addressing "how" or "why" questions (Yin, 2018). By examining this specific case, the study seeks to uncover how the campaign aligns with the Four Pillars of Social Media Theory—communication, collaboration, education, and entertainment—to promote sustainable practices and awareness (Safko & Brake, 2009). This design facilitates a holistic understanding of the strategies employed to foster engagement and drive behavioral change.

The data is collected from Instagram posts published by @geyo.idn's between January 2024 and December 2024 by taking and compiling screen captures. A sample of 30 newest posts consisting of feeds, reels, and short videos, purposefully selected based on their relevance to green

economy themes and campaign objectives, were analyzed. The sample size of the sample aligns with the principles of qualitative research and content analysis. According to Krippendorff (2018), qualitative content analysis requires a dataset that is small enough for detailed examination but large enough to capture meaningful patterns and variability. Similarly, Braun & Clarke (2006) emphasize the importance of achieving data saturation, where the sample includes sufficient data to identify themes without redundancy.

In the context of social media research, Ohei & Chukwuere (2022) emphasize that sampling in social media research often requires careful selection of manageable subsets to address the challenges of vast datasets while ensuring meaningful patterns can be analysed. The selected sample consists of 20% of @geyo.idn's total posts which reflects the frequency of posting by @geyo.idn, the variability of the content themes, and the need for a focused yet comprehensive exploration of the green economy campaign. This sample size ensures a manageable dataset while capturing the diverse strategies employed in the campaign. Each post is evaluated for elements such as visual design and overall captions which may include hashtags, and engagement tactics (e.g., calls to action, partnerships). This sample provides a focused dataset for analysing @geyo.idn's strategy in leveraging its instagram account.

The data analysis in this study employs content analysis to uncover patterns, themes, and trends within the collected dataset (Krippendorff, 2018). Content analysis is particularly effective for studying online media, as it allows researchers to analyse both explicit and implicit messaging strategies (Hsieh & Shannon, 2005). The analysis is guided by the Four Pillars framework, focusing on key aspects of the campaign. First, the pillar of Communication examines how @geyo.idn conveys green economy values and engages its followers through its messaging. Second, Collaboration explores the role of partnerships in enhancing the campaign's reach and credibility. Third, the Education pillar highlights how informative content is utilized to provide value and insights to the audience. Lastly, Entertainment assesses the use of creative and engaging content to captivate and sustain audience interest. Each Instagram post is thoroughly analysed in terms of its language, visual elements, and interactive features, such as likes and comments, to understand its contribution to the overarching goals of the campaign. This approach ensures a comprehensive examination of the campaign's alignment with the Four Pillars of Social Media Strategy (Safko & Brake, 2009).

## RESULT AND DISCUSSION

### Research Finding

The findings begin with the overview of analyzed data. The data in a form of contents were analysed according to the four strategies social networking strategies introduced by Lon Safko and David K. Brake in their book, 'The Social Media Bible: Tactics, Tools, and Strategies for Business Success (2009)'. Table 1 is the numbers of the analyzed content categorised according to the most dominant pillar strategy used in the content.

Tabel 1. The Dominant Pillar Used in the Content as adopted from Raisa & Wardyaningrum (2024)

Dominant Pillar Strategy Used in the Content	Numbers of Content
Communication	8
Collaboration	10
Education	10
Entertainment	2
<b>Total</b>	<b>30</b>

Table 2 shows the complete analysis of 7 contents which got the most engagement (engagement rate >10%). The formula used to count the engagement rate in this research is based on the literature study by Ryhänen (2019), which is known as The Engagement Rate Matrix. The matrix calculates an account's interactions and impressions based on the number of followers for each content or post (Putranto et al., 2022). The results of the calculation are presented in the form of percentages. Figure 1 below is the structure of the formula.

Figure 1. The Engagement Rate Matrix as adopted from Ryhänen (2019).

$$\text{Instagram Engagement (\%)} = \frac{\text{Number of Comments} + \text{Number of Likes}}{\text{Number of followers}} \times 100$$

Where:

Number of followers = 4.869 (per 31 December 2024)

Table 2. Data Extracts of the Analysis of Contents with Engagement Rate >10%

Eng. Rate (%)	Content Screenshot	Visual Content Description	Caption Summary	Strategy Used (Most to Least Dominant Pillars)
52,06	 <p>Data 1-15</p> <p>Posted on July 1st</p> <p>Number of likes : 2516</p> <p>Number of comments: 19</p>	<p>A bold, professional poster announcing an extension for “Local Conference of Youth Indonesia 2024” delegate selection, featuring a megaphone and key details about deadlines and the hybrid event.</p>	<p>Announces an extension for delegate selection, invites climate-conscious youth across 38 provinces to contribute to climate policy recommendations, and provides event details.</p>	<p><b>1. Communication:</b> Dominant, as the post focuses on informing the audience about the extended deadline and how to participate.</p> <p><b>2. Collaboration:</b> The post encourages participation from youth across Indonesia, fostering teamwork in creating climate policies.</p> <p><b>3. Education:</b> Highlights the importance of youth involvement in climate-related policymaking.</p> <p><b>4. Entertainment:</b> Minor presence through the creative use of visuals, such as the megaphone symbolizing urgency and activism.</p>
22,32	 <p>Data 1-8</p> <p>Posted on April 6th</p> <p>Number of likes : 1062</p> <p>Number of comments: 25</p>	<p>A professional group photo of GEYO members in the background with bold text announcing "Open Recruitment GEYO 2024." Details on available positions and links for application and a guidebook.</p>	<p>Announces open recruitment for multiple volunteer roles for GEYO 2024, specifies available positions, and provides links for application and a guidebook. Includes a</p>	<p><b>1. Collaboration:</b> Dominant, as it encourages active involvement and teamwork through the available volunteer roles.</p> <p><b>2. Communication:</b> The post clearly outlines the recruitment details and application process.</p> <p><b>3. Education:</b> Implied through providing a guidebook</p>

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			and guidebook are included.	contact person for further inquiries.	and role descriptions.
18,67	 <p>Data 1-19</p> <p>Posted on July 25th</p> <p>Number of likes : 901</p> <p>Number of comments: 8</p>	A bright yellow "Delegate's Boarding Pass" poster announcing the winner of the Future Energy Ambassador competition	Congratulates the winner, encourages others to participate in future competitions, and builds excitement about the event	<p><b>4. Entertainment:</b> Minimal, limited to the appealing visual design and group photo showcasing the organization's dynamic.</p> <p><b>1. Communication:</b> Dominant pillar because the post's primary aim is to deliver the winner announcement and inform about future opportunities.</p> <p><b>2. Entertainment:</b> The creative "boarding pass" design generates excitement.</p> <p><b>3. Education:</b> Minor element in promoting awareness about the competition's topic.</p> <p><b>4. Collaboration:</b> Slight presence in motivating engagement for future partnerships.</p>	
15,98	 <p>Data 1-13</p> <p>Posted on May 31st</p> <p>Number of likes : 762</p> <p>Number of comments: 16</p>	A carousel type post with a Bright yellow poster as its first slide, featuring bold text "Future Energy Ambassador" and "Goes to RCOY Sri Lanka 2024." Includes a photo of a person.	Invites young Indonesians (ages 18-30) to participate in a policy paper competition to represent Indonesia at the Regional Conference of Youth in Sri Lanka (RCOY)	<p><b>1. Collaboration:</b> Dominant, as the initiative is a partnership promoting youth leadership.</p> <p><b>2. Communication:</b> The post provides clear details on how to participate.</p> <p><b>3. Education:</b> the competition endorsed in the post raises awareness of climate change and</p>	

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		smiling young man and submission dates (31 May - 12 June 2024).	2024). Provides eligibility criteria and registration details.	energy issues. <b>4. Entertainment:</b> The post employs vibrant, eye-catching design.
14,05	 <p>Data 1-3</p> <p>Posted on March 6th</p> <p>Number of likes : 682</p> <p>Number of comments: 2</p>	Green and yellow poster promoting a "Dialog Menuju Indonesia Emas 2045" event with speakers from ministries and youth.	The post invites youth to participate in a dialogue focused on transforming Indonesia toward a sustainable green economy by 2045. Includes details on the event date, time, speakers, and registration link.	<b>1. Collaboration:</b> Dominant, as the post main goal is to encourage participation from youth across Indonesia. The event endorsed also involves participation with ministries like Bappenas and Kemenpora. <b>2. Communication:</b> The post effectively shares event details. <b>3. Education:</b> The event endorsed informs about green economic transformation and policy contributions. <b>4. Entertainment:</b> The design of the post adds vibrancy with creative graphics and interactive appeal.
12,94	 <p>Data 1-16</p> <p>Posted on July 12th</p> <p>Number of likes : 609</p>	Announcement design with a focus on the "Future Energy Ambassador" finalists, featuring a spotlight and bold text.	Announces finalists for the "Future Energy Ambassador RCOY Goes to Sri Lanka 2024" competition. Encourages those who didn't make it to stay tuned.	<b>1. Communication:</b> Dominant, as the post ensures clear updates about finalists and next steps. <b>2. Collaboration:</b> The post reinforces the importance of staying engaged with the organizing team. <b>3. Education:</b> The competition endorsed by the post

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	Number of comments: 21		motivated for future events. Reminds finalists to check their emails for updates about the pitch deck stage.	encourage the participants to learn about sustainable energy and climate change.
11,21	 <p>Data 1-14</p> <p>Posted on June 11th</p> <p>Number of likes : 563</p> <p>Number of comments: 14</p>	Yellow background highlighting an extension for the "Future Energy Ambassador" policy paper competition, with updated deadlines.	<p>Announces the extension of the submission period for the "Future Energy Ambassador" policy paper competition. Encourages participants to use the extra time to refine submissions. Provides a registration link.</p>	<p><b>1. Communication:</b> Dominant, as the post effectively announces updates on the deadline.</p> <p><b>2. Collaboration:</b> The post motivates the participants to improve their essay quality and encourage more people to join the competition as the deadline was extended.</p> <p><b>3. Education:</b> The competition endorsed by the post encourage the participants to learn about sustainable energy and climate change.</p> <p><b>4. Entertainment:</b> The post employs engaging visuals and a motivational tone for participant retention.</p>

## Discussion

### *Dominant Pillar Strategy Used by @geyo.idn*

The result of the analysis reveals notable insights into @geyo.idn's content strategies and their effectiveness based on engagement rates and the distribution of dominant pillar strategies used in the content. From Table 1, it is shown that collaboration and education emerged as the

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most frequently used dominant strategy strategies, with 10 instances each, followed closely by communication (8 instances). Entertainment, while used the least (2 instances), still played a role in creating engaging content. This distribution indicates the organization's strategic emphasis on fostering connections, sharing knowledge, and maintaining clear messaging.

### 1. Collaboration as a Dominant Strategy

- Collaboration was employed in one-third of the analyzed posts, signifying its critical role in engaging the audience. This strategy aligns with the @geyo.idn's objective of inspiring the youth to become active participants in creating a sustainable future by emphasizing collaboration as their main approach (Geyo, n.d.). Posts utilizing collaboration often encouraged active participation and inclusivity, such as inviting audiences to take part in competitions, events, or initiatives. This aligns with the findings from the high-engagement posts, where collaborative content, such as delegate recruitment or team-based events, achieved significant success. Similarly, educational content—focusing on raising awareness about critical issues like climate change or sustainable practices—effectively engaged an audience keen on learning and contributing to social causes.

### 2. Education as a Key Focus

- The equal emphasis on education highlights the organization's commitment to providing valuable and actionable knowledge to its audience. By leveraging content focused on macroeconomic principles, green economy policies, and related topics, the platform ensures the dissemination of relevant and impactful information. Such content not only informs but also empowers the audience to make informed decisions and take actionable steps toward sustainability.

### 3. Communication as an Underpinning Element

- Communication was a key feature in eight of the posts, emphasizing its supportive role in ensuring that information reaches the intended audience effectively. Posts using this strategy tend to be detail-oriented, providing clear instructions, event announcements, and timelines. While communication is not the most dominant

strategy, its consistent presence indicates its importance in delivering structured and organized content.

#### 4. Limited Use of Entertainment

- The analysis reveals that entertainment was the least employed strategy, with only two pieces of content utilizing this approach. This suggests that the platform prioritizes content with informational or participatory value over purely engaging or entertaining posts. While entertainment can be effective for drawing attention, its limited use may indicate a focus on achieving organizational objectives that are more aligned with education and collaboration.

#### *Characteristics of High-Engagement Posts*

Unlike the study conducted by Raisa & Wardyaningrum (2024), which primarily analyzed content based on its dominant pillar strategies, the present research delves deeper into examining the potential combinations of these strategies. In contemporary social media landscapes, including Instagram, it is increasingly uncommon to encounter content centered around a single pillar. Instead, platforms have evolved to prioritize dynamic and multi-faceted approaches, blending various strategic elements within individual posts (Drossos et al., 2024). This shift reflects audience expectations for layered, interactive, and value-rich content that serves multiple purposes simultaneously (Voorveld et al., 2018), aligning seamlessly with the trend of integrating multiple pillars into a single post (Agozie & Nat, 2022).

The seven among the 30 analysed posts, which stood out with an engagement rate exceeding 10%, ranging from 11.21% to an exceptional 52.06% (see Table 2) demonstrate the effectiveness of combining the four strategic pillars to drive audience interaction. especially in the posts where collaboration and communication are the dominant strategies, while education supports the content by linking the activities to broader goals like climate awareness and sustainable development, and entertainment enhances the overall appeal of the content. Overall, the analysis shows that those seven posts shared common characteristics:

#### 1. Effective Communication

- Posts that communicated clearly and with urgency, such as deadline reminders or event announcements, performed well. For instance, the highest engagement rate

(52.06%) was achieved by a post announcing an extension for the "Local Conference of Youth Indonesia 2024" delegate selection. Its clear call to action and emphasis on opportunity resonated with the audience.

## 2. Inclusive and Motivational Tone that Encourage Collaboration

- High-performing posts often invited audience participation, fostering a sense of inclusion and belonging. Posts that encourage youth participation in competitions or events, such as the "Future Energy Ambassador" and "Local Conference of Youth," demonstrate strong engagement. The motivational tone inspires the audience to take action, whether by registering for events or improving their submissions. Other examples include posts celebrating competition winners or inviting submissions, which encouraged further engagement.

## 3. Educational Value

- Posts that informed audiences about climate policies, sustainability, and youth involvement in policy-making were particularly engaging. The focus on relevant and impactful topics aligned with the audience's interests and values.

## 4. Visual Appeal and Entertainment Elements

- Although entertainment was the least dominant pillar, its presence—in the form of visually engaging designs and creative presentation—enhanced the overall appeal. Posts featuring vibrant graphics, professional visuals, or playful design elements (e.g., boarding pass-style announcements) captured attention and added excitement and reinforce the content's core message.

### *Opportunities for Improvement*

The use of a four-pillar strategy in @geyo.idn's marketing communications on Instagram shows how a combination of entertainment, collaboration, communication, and education content can create an engaging and effective campaign. Despite underutilizing hashtags to expand reach, the content uploaded successfully increased audience awareness and engagement towards the green economy. This strategy not only strengthens branding and builds awareness but also drives product sales, demonstrating the importance of content diversification and the use of social media in a successful green economy campaign.

While the strategies employed have been effective, there is room for further optimization:

- Increasing the use of entertainment elements could add variety and attract a broader audience. For example, incorporating interactive features such as polls, quizzes, or videos might enhance engagement.
- Combining pillars more dynamically can amplify their impact. For instance, integrating education with entertainment (edutainment) could make complex topics more accessible and engaging.

The findings of this study reveal that the marketing communication strategy implemented by @geyo.idn is dominantly characterized by the use of collaboration and educational content, followed by communication and limited entertainment elements. Among these strategies, collaborative and educational posts generated the highest levels of audience interaction, indicating that followers are more responsive to content that invites participation and provides meaningful information about the green economy. Although the use of hashtags was found to be minimal and not fully optimized for algorithmic reach, the consistency of content themes and the relevance of messages successfully contributed to increased audience awareness and engagement. These findings indicate that content relevance, audience involvement, and informational value play a more significant role in engagement than technical features alone.

## CONCLUSION

The analysis underscores the importance of aligning content strategies with audience interests and behaviors. Posts with high engagement rates demonstrated a strategic balance between communication, collaboration, and education, supplemented by visually appealing and occasionally entertaining elements. The dominance of Collaboration and Education strategies reflects the audience's preference for participatory and meaningful content.

From a scientific perspective, this research contributes to the development of digital communication and environmental communication studies by providing empirical evidence on how green economy messages are effectively framed and disseminated through social media. It also strengthens the application of content strategy classification in the context of youth-based

environmental campaigns. In terms of public impact, this study offers practical insights for environmental organizations, educators, and digital activists on how to design more effective social media campaigns to increase public awareness, engagement, and participation in green economy initiatives, particularly among young audiences.

To sustain and enhance engagement, future content strategies should:

- Continue prioritizing collaboration and education while exploring innovative ways to integrate entertainment.
- Use clear and timely communication to drive participation.
- Develop education-focused content that is both practical and actionable, equipping the audience with skills or knowledge they can immediately apply.
- Create visually appealing designs and interactive formats to attract and retain audience attention.

All in all, @geyo.idn's content strategy effectively leverages Communication, Collaboration, and Education pillars to achieve its goals of fostering participation, raising awareness, and building community. Posts with high engagement rates confirm the importance of combining these strategies with visual creativity and participatory messaging. However, the limited use of entertainment suggests room for growth. By incorporating more entertainment elements into the content strategy, the organization can diversify its approach, maintain high engagement, and further its mission of empowering youth for a sustainable future.

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