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GREENPEACE ADVOCACY CAMPAIGN ON FOREST FIRE PREVENTION AND PEAT PRESERVATION AS CLIMATE CRISIS SOLUTION

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ABSTRAK

Penelitian ini bertujuan untuk menganalisis kampanye advokasi Greenpeace dalam pencegahan kebakaran hutan dan pelestarian gambut sebagai solusi untuk mengatasi krisis iklim. Greenpeace, sebagai organisasi lingkungan internasional, telah menjalankan kampanye advokasi untuk mengurangi kerusakan lahan dan mendukung pelestarian gambut. Penelitian ini menggunakan metode penelitian kualitatif dengan analisis data qualitative data analysis (QDA) dengan pendekatan deskriptif. Data diperoleh dari sumber media online, website, dan penelitian sebelumnya yang berkaitan dengan kampanye Greenpeace. Pengolahan data dilakukan menggunakan perangkat lunak Nvivo 12 Plus, dengan fitur Crosstab Query untuk memvisualisasikan hubungan antar variabel dan Word Cloud untuk mengidentifikasi kata-kata dominan dalam data. Hasil analisis menunjukkan bahwa kampanye advokasi Greenpeace memainkan peran penting dalam mendorong perubahan, baik dalam meningkatkan kesadaran masyarakat tentang pentingnya menjaga ekosistem gambut, maupun dalam mengadvokasi pengelolaan hutan yang lebih berkelanjutan. Melalui kampanye, diharapkan kesadaran tentang perlunya pengelolaan lingkungan yang lebih ramah akan semakin berkembang. Kebaruan penelitian ini terletak pada pemanfaatan analisis digital berbasis Nvivo untuk memetakan keterkaitan antar unsur kampanye termasuk pesan advokasi, pendekatan komunikasi, dan respon publik sehingga menghasilkan pemahaman yang lebih sistematis mengenai efektivitas strategi kampanye Greenpeace dalam isu pencegahan kebakaran hutan dan pelestarian gambut.

Kata kunci: Greenpeace; Kampanye Advokasi; Kebakaran Hutan; Pelestarian Gambut; Krisis Iklim.

ABSTRACT

This study aims to analyze Greenpeace's advocacy campaign on forest fire prevention and peatland conservation as a solution to overcome the climate crisis. Greenpeace, as an international environmental organization, has been running advocacy campaigns to reduce land damage and support peatland conservation. This study employs a qualitative research method with qualitative data analysis (QDA) and adopts a descriptive approach. Data was obtained from online media sources, websites, and previous studies related to Greenpeace campaigns. Data processing was carried out using NVivo 12 Plus software, utilizing the Crosstab Query feature to visualize the relationship between variables and a Word Cloud to identify the dominant words in the data. The results of the analysis indicate that Greenpeace's advocacy campaigns play a significant role in driving change, both by raising public awareness about the importance of preserving peat ecosystems and by advocating for more sustainable forest management. Through these campaigns, the understanding of the need for more environmentally friendly management will continue to grow. The novelty of this research lies in the use of Nvivo-based digital analysis to map the interrelationships between campaign elements, including advocacy messages, communication approaches, and public responses, thereby producing a more systematic understanding of the effectiveness of Greenpeace's campaign strategies on the issues of forest fire prevention and peatland conservation.

Keywords: *Greenpeace; Advocacy Campaign; Forest Fires; Peat Preservation; Climate Crisis*

INTRODUCTION

Climate change is an event that has raised significant concerns for the global community. It has resulted in widespread adverse consequences in various regions, especially Indonesia (Patrianti, Shabana and Tuti, 2020). The most striking manifestation of this phenomenon is the country's recurrent occurrence of forest fires (Patrianti, Shabana and Tuti, 2020). These fires have emerged as an urgent predicament that impacts ecosystems, biodiversity, and air purity (Juniaty, 2024). Indonesia's largest forest and land fires occurred in 1997-1998, with an area of 9.2 million hectares burned and dominated by peatlands (Anhar, Mardiana and Sita, 2022). The occurrence of forest fires in peat areas cannot be separated from the explosive nature of peat when it is dry. As a material resulting from the weathering of plant residues, peat is a good fuel, and one of the critical factors determining peat's flammability is moisture (Marlina, 2017). In 2023, approximately 1.16 million hectares of land burned due to forest fires in Indonesia, a significant increase compared to previous years. Forest fires in Indonesia commonly occur in Kalimantan, with nearly 100,000 hectares of land burned in South Kalimantan in 2018. Fires usually reach a maximum in July to October during the dry season in Indonesia (Narendra et al., 2023).

Indonesia has the fourth largest peatland area in the world, accounting for 36% of the world's tropical peatlands (Gunawan and Afriyanti, 2019). These peat areas store approximately 30%-40% of global soil carbon deposits, making them one of the largest carbon stores in the world, and contribute to global climate change mitigation and adaptation efforts (Fatkhullah, Mulyani and Imawan, 2021). Peatlands are vital in sustaining the lives of humans and other creatures (Meiwanda, 2016). Peatlands not only function directly in supporting life, namely as a source of food and habitat for various creatures but also have ecological functions such as flood control and global climate change control (Naibaho et al., 2023). Peatlands have a unique characteristic that is difficult to recover if disturbed (Minayeva, Bragg and Sirin, 2017). This is due to peatland formation from the decay of vegetation that lasts for thousands of years, so it is essential to protect peatland ecosystems by managing them wisely and paying attention to ecological balance through integrated management (Harenda et al., 2018).

However, these vast peatlands are vulnerable to forest and land fires yearly (Turetsky et al., 2015). These fires release large amounts of carbon and produce haze that is detrimental to public health, especially in Southeast Asia (Radojevic, 2003). Wind-borne smoke can cause respiratory distress and eye irritation and increase the prevalence of respiratory diseases (Radojevic, 2003). In addition to health impacts, forest and land fires also cause significant socio-economic losses. Material losses from fires reduce economic productivity, and damage to natural resources exacerbates the situation, especially for communities that depend on natural resources for their livelihoods. Each time a major fire occurs, the economic losses suffered by Indonesia can reach trillions of rupiah (Alisjahbana and Busch, 2017). This figure reflects the magnitude and complexity of the problem of forest and peatland fires, which affect the environment and the economic and social well-being of communities (Carmenta et al., 2017). The magnitude of the impact caused by forest fires has received earnest attention both at home and abroad, especially by several ASEAN member countries and several countries that are also concerned with environmental issues, such as Australia, America, Canada, and Japan, have participated in helping Indonesia overcome forest and land fires in the form of financial assistance, equipment, and technology as well as increasing human resources (Ninasari, 2024).

Indonesia has an active and concerned position on climate change (Sari, Purnomo, *et al.*, 2022). The Indonesian government has recognized the serious impacts of climate change on the country, including threats to environmental and economic sustainability (Noor, 2023). Indonesia has formulated its Nationally Determined Contributions (NDC) as part of its global commitment to address climate change. Indonesia's NDC sets ambitious targets to reduce greenhouse gas emissions by 29% to 41% by 2030 (Hulu, 2023). In addition, Indonesia plays an important role in storing carbon and maintaining biodiversity (Ulfah *et al.*, 2023). The Indonesian government has taken steps to address deforestation, such as implementing a New Forest Moratorium and launching a Forest Restoration program (Novaradila and Utomo, 2022). Indonesia's position on climate change reflects the government's commitment to take concrete action, alongside global efforts to achieve the goals of the Paris Agreement. The Indonesian government continues to adapt and develop new policies to deal with challenges that evolve over time (Sari, Suswanta and Mustari, 2023).

The Indonesian government has also committed to reducing greenhouse gas emissions by 29% by 2030 through various strategic policies, including forest and peatland management (Wijaya et al., 2017). However, achieving this ambition faces significant challenges, mainly due to the forest and peatland fires that still occur yearly (Harrison et al., 2020). These fires release large amounts of carbon emissions and cause a complex and wide-ranging set of negative impacts. Ecologically, these fires destroy ecosystems established over thousands of years, resulting in critical habitat degradation for endemic flora and fauna. Critically endangered biodiversity is further displaced, disrupting the balance of local and global ecosystems (Palombo, 2021).

Indonesia has a tremendous national and global responsibility to preserve its peatlands. Indonesia's peatlands serve as one of the "lungs of the world" that store carbon and support incredible biodiversity. However, if managed unsustainably or allowed to burn, these peatlands can become one of the most significant contributors to carbon emissions. Sustainable and comprehensive management is essential to protect these ecosystems and meet the government's greenhouse gas emission reduction targets. In this context, advocacy campaigns from environmental organizations such as Greenpeace play an essential role. Greenpeace has raised public awareness, encouraged policy strengthening, and advocated for peatland protection through evidence-based and collaborative approaches. Therefore, based on the explanation above, this research aims to analyze Greenpeace's advocacy campaign in forest fire prevention and peat preservation as a solution to overcome the climate crisis.

METHOD

This study uses a qualitative research method with qualitative data analysis (QDA) and a descriptive approach (Sari, Nurmandi, et al., 2022). Qualitative research aims to describe or reconstruct complex realities through in-depth data analysis. The method in this research is intended to describe the data obtained systematically, factually, and accurately, including the facts contained in an online media news text, website, and previous research. The data sources of this research include online media, websites, and previous research related to the Greenpeace Advocacy Campaign in Forest Fire Prevention and Peat Preservation. In data analysis, the author uses Nvivo 12 Plus with the Crosstab Query feature to see the percentage of data that has been coded and visualize the relationship between variables. The author also used Word Cloud to identify words or concepts that frequently appeared in the data, providing an overview of the dominant themes in the research. The analysis began with importing the data into Nvivo 12 Plus and

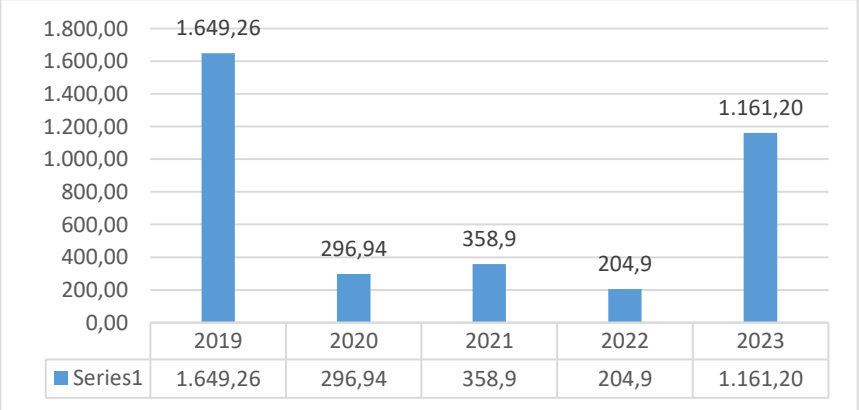
coding to identify the main themes. After that, the data was analyzed using Crosstab Query, Word Cloud, and other analysis features. This approach helped the author gain deeper insights into the research and provided a better understanding of the phenomenon under study.

RESULTS AND DISCUSSION

Forest and land fires in Indonesia are a growing environmental problem with far-reaching impacts on ecosystems and the global climate. Every year, forest fires in Indonesia affect millions of hectares of land, especially in the Kalimantan and Sumatra regions, mostly peatlands that are highly susceptible to fires. The factors causing these forest fires are complex, involving land conversion for agriculture, particularly oil palm, and uncontrolled logging. These fires destroy natural habitats for a wide range of plant and animal species and threaten the existence of local communities that depend on these ecosystems for their livelihoods.

In addition to ecosystem damage, forest fires in Indonesia contribute significantly to the global climate crisis. Burned peatlands release large amounts of carbon into the atmosphere, exacerbating global warming. Peat, which is supposed to function as a stable carbon store, becomes a massive source of carbon emissions when it burns. This process produces greenhouse gases, pollutes the air, and causes severe haze, affecting air quality, public health, and regional economies. The impacts of these fires are also felt far beyond Indonesia's borders, with the haze spreading to neighboring countries such as Malaysia and Singapore. Therefore, forest and land fires in Indonesia are a local environmental problem and a global issue that requires serious attention and international cooperation.

Figure I. Number of Forest and Land Fires in Indonesia from 2019 to 2023



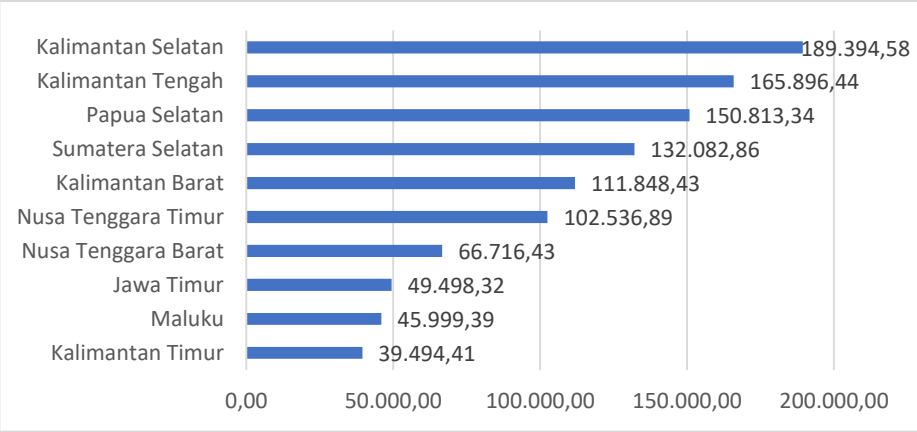
Source: *Directorate of Land and Forest Fire Control, MoEF, 2025*

Figure I above shows that in 2023, forest fires in Indonesia reached around 1.16 million hectares of burnt land, which shows a significant increase compared to previous years. This increase indicates that forest fires are still a big challenge for Indonesia. Forest fires that occur mainly in Kalimantan and Sumatra are often caused by land clearing and burning for agricultural purposes, especially oil palm plantations. For example, in 2019, South Kalimantan was recorded as one of the worst-hit areas, with nearly 100,000 hectares of land burned. Forest fires usually peak between July and October, coinciding with the dry season, leading to increased poor air quality and health impacts for communities.

The Indonesian government has committed to reducing carbon emissions by 29 percent by 2030 as part of global efforts to combat climate change. However, this ambition will be challenging if forest fires occur yearly, especially in peatlands with very high carbon levels. When peat burns, the carbon stored in the soil is released into the atmosphere in large quantities, worsening global warming and exacerbating the already alarming climate crisis. Addressing forest fires, therefore, requires more decisive and collaborative action from various parties. One proposed solution is to reduce land clearing through burning and shift to more environmentally friendly farming methods, which can reduce negative impacts on peatlands.

Combating forest fires requires better collaboration between the government, the private sector, and environmental organizations such as Greenpeace, which has been actively conducting advocacy campaigns for fire prevention and peat ecosystem preservation. Greenpeace has long focused on ecological conservation campaigns by highlighting the importance of protecting forests and peatlands to reduce carbon emissions. The organization also supports sustainable natural resource management and applying environmentally friendly technologies in the agricultural sector. With stricter controls, climate change mitigation efforts will be successful. Solving this problem requires a holistic approach that involves all relevant parties to create a sustainable long-term solution to safeguard ecosystems and the global climate. Therefore, stronger policies and integrated mitigation strategies are needed to address forest fires and their impact on climate.

Figure II. Provinces with the Highest Area of Land and Forest Fires in Indonesia by 2023



Source: *Directorate of Land and Forest Fire Control, MoEF, 2025*

Figure II shows the severity of forest and land fires in Indonesia in 2023, with South Kalimantan recording the highest fire area of 189,394.58 hectares. This shows how serious the threat of forest fires is in the region, which has tropical forest ecosystems that are important for biodiversity and carbon storage. Central Kalimantan ranks second with 165,896.44 hectares of burnt land, followed by South Papua with 150,813.34 hectares. South Sumatra also recorded a significant figure of 132,082.86 hectares, while West Kalimantan reached 111,848.43 hectares. This data indicates that the Kalimantan and Sumatra regions are the most vulnerable to forest fires, with the leading cause often related to land clearing using the burning method.

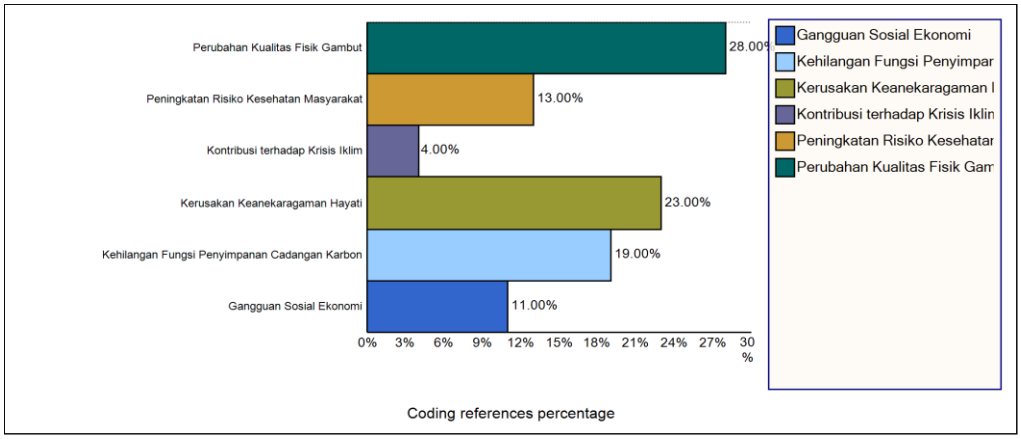
Outside of Kalimantan and Sumatra, East Nusa Tenggara recorded 102,536.89 hectares of forest fires, while West Nusa Tenggara recorded 66,716.43 hectares. These two provinces show that despite

being outside dense tropical forest areas, the fire risk remains high due to dry geographical and climatic conditions and a need for better land management. East Java, with 49,498.32 hectares, Maluku, with 45,999.39 hectares, and East Kalimantan, with 39,494.41 hectares, recorded fires on a reasonably large scale, although relatively smaller than other provinces. This phenomenon shows that forest fires are not a problem limited to specific regions but rather a national challenge that requires serious attention.

Most of these forest fires are caused by human activities, especially land clearing by burning for agricultural, plantation, or industrial purposes, such as oil palm. Despite its devastating impact, this method is considered cheap and quick in many areas. In addition, the presence of peatlands in some places, especially in Kalimantan and Sumatra, is also a risk factor. Peatlands burn easily during the dry season because they are dry and contain flammable organic matter. The dry season, which runs from July to October each year, is often the peak of forest fires, with far-reaching impacts. The resulting haze damages local air quality and spreads to neighboring countries such as Malaysia and Singapore, causing a cross-border crisis.

The impacts of these forest fires are detrimental to the environment, economy, and society. Environmentally, forest fires cause biodiversity loss, ecosystem damage, and increased greenhouse gas emissions that exacerbate the climate crisis. Economically, the losses caused by fires include loss of natural resources, decreased agricultural yields, high fire suppression costs, and public health impact mitigation. At the social level, these fires directly impact public health due to smoke exposure, especially for vulnerable groups such as children and older people.

Figure III. Impact of Forest and Peatland Fires on the Environment



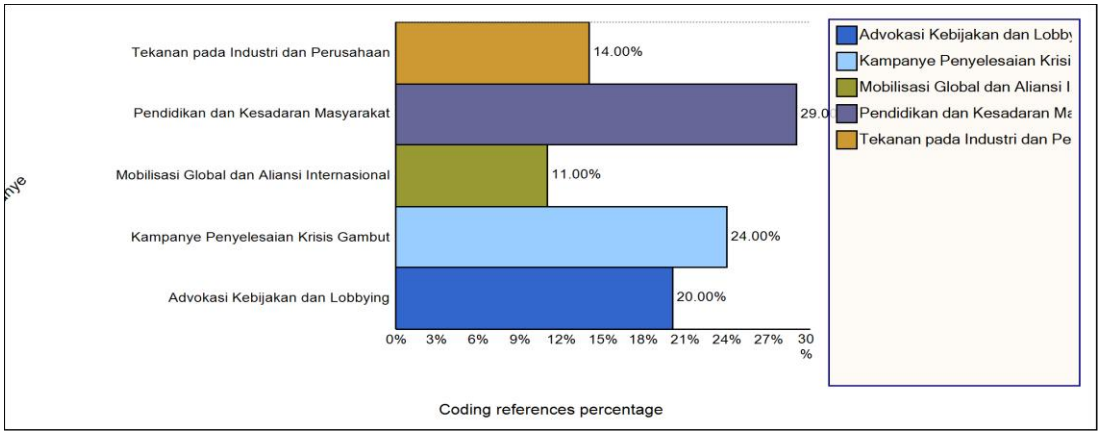
Source: *Author's Data Processing Using Nvivo 12 Plus*

Figure III above shows that forest and peatland fires impact Changes in the Physical Quality of Peat, Increased Risk of Public Health, Damage to Biodiversity, Contribution to Climate Crisis, Loss of Carbon Reserve Storage Function, and Socio-Economic Disruption. The most significant impact is seen in changes to the physical quality of Peat, with a percentage of 28%. The fires severely damaged Peat, a natural carbon sink ecosystem, losing its primary function of storing water and carbon. This damage makes peatlands drier and more flammable, increasing the risk of future fires. As a result, the sustainability of the peat ecosystem is threatened, given its vital role in maintaining climate balance and supporting biodiversity.

Another significant impact is the destruction of biodiversity, recorded at 23%. Forest fires destroy the habitat of many species of flora and fauna, including endemic species that can only be found in the region. Many wildlife lost their homes, affecting food chains and ecosystem balance. This damage also has implications for the population decline of some species to the point of extinction. In addition, the loss of carbon storage function, which reaches 19%, highlights the vast loss for climate change mitigation efforts. When Peat burns, carbon stored for thousands of years is released into the atmosphere quickly, accelerating global warming. This phenomenon is one of the main drivers of the ongoing global climate crisis.

Another profound impact is the increase in public health risks, which is 13%. The smoke produced by forest fires pollutes the air and contains toxic substances such as carbon monoxide and delicate particulate matter (PM2.5), which can trigger respiratory problems, asthma, and cardiovascular disease. Children, the elderly, and those with certain health conditions are most vulnerable to these effects. In addition, the fires also caused socio-economic disruption at a rate of 11%. Many local communities lose their livelihoods due to destroying agricultural land and plantations, leading to decreased incomes and increased environmental restoration costs. These social impacts often involve conflicts over land use and population migration due to environmental conditions that are no longer habitable. While the direct impact of forest fires on the contribution of the climate crisis is only recorded at 4%, this figure shows that the problem is still putting additional pressure on global efforts to reduce carbon emissions.

Figure IV. Forms of Greenpeace Advocacy Campaign in Forest Fire Prevention and Peat Preservation



Source: *Author's Data Processing Using Nvivo 12 Plus, 2025*

Figure IV provides an overview of Greenpeace's five primary advocacy campaigns to prevent forest fires and conserve peat. These campaigns are local and have a global impact, with public education and awareness being the primary component that recorded a contribution of 29%. This shows that Greenpeace prioritizes strengthening people's understanding of protecting forest and peat ecosystems. Education is carried out through various methods, such as training, seminars, and information dissemination on social media. With this strategy, Greenpeace hopes to change people's mindset and encourage them to care more about the environment. Awareness instilled at the individual level is expected to be the basis for collective change in environmental sustainability. Furthermore, the peat crisis resolution campaign, with a contribution of 24%, shows Greenpeace's focus on overcoming damage to peat ecosystems, one of Indonesia's leading causes of carbon emissions. Greenpeace is directly involved in peatland restoration efforts, creating

protection zones and providing technical recommendations to the government and local communities on sustainable peat management. This restoration involves innovative techniques to ensure that peat recovers and can also perform its ecological functions, such as storing carbon and preventing fires.

Policy advocacy and lobbying occupy a strategic role with a percentage of 20%, showing that Greenpeace actively works with governments, parliaments, and international organizations to introduce policies that support environmental conservation. They provide data and research-based input to stakeholders to strengthen regulations that prevent forest burning and illegal peat exploitation. These activities also include monitoring and reporting violations, often through public campaigns to pressure governments and corporations deemed responsible for environmental damage. For example, Greenpeace frequently engages the public through petitions urging governments to act more forcefully against companies that violate environmental rules.

Pressure on industries and companies with a contribution of 14% is another form of campaign that focuses on large companies involved in environmentally unfriendly practices, such as deforestation, forest burning, and peatland exploitation. Greenpeace uses approaches such as naming and shaming to highlight companies that damage the environment while encouraging them to adopt sustainable business practices. In addition, Greenpeace also facilitates dialog between companies and governments to ensure sustainability in the supply chains of the agriculture and forestry sectors. Through public pressure, Greenpeace hopes that large companies can play an active role in preserving peat ecosystems.

Then, there was global mobilization and international alliances with a percentage of 11%. Greenpeace builds networks with international organizations, global communities, and environmental activists to strengthen pressure on governments and multinational companies. The campaign is carried out through global petitions, mass actions, and information dissemination on various international platforms to increase global attention to the environmental crisis in Indonesia. By leveraging global support, Greenpeace relies on local action and makes the issue an international agenda, thus gaining more significant support from the worldwide community and donor organizations.

Figure V. Most Talked About Topics related to Greenpeace's Advocacy Campaign on Forest Fire Prevention and Peat Preservation

Source: *Author's Data Processing Using Nvivo 12 Plus, 2025*

Figure V above shows the popular words seen in the media using word cloud analysis with a word limit that appears to be 50 words. In contrast, in the narrative, it can be seen that the words Peat and fire show the most words and are often discussed in discussing the topic of Greenpeace Advocacy Campaign in Forest Fire Prevention and Peat Preservation. However, some words much offset the size of the word Peat, namely Campaign, Land, Greenpeace, and Forest. This shows that the Greenpeace campaign's primary focus is on forest fires and peat preservation, which are prioritized in their advocacy efforts. The words Peat and fire signify that these two topics are the main issues that Greenpeace wants to solve through more organized and sustainable actions. Using the words campaign, land, and forest signifies an effort to build public awareness about the importance of peatland protection and the impact of fires on forest ecosystems. In addition, the appearance of Greenpeace in this analysis confirms the organization's central role in mobilizing global support to address this crisis. Greenpeace focuses on environmental aspects and seeks to create policy change by involving various parties, including communities, governments, and the private sector.

CONCLUSION

Forest and land fires in Indonesia, especially those in Kalimantan and Sumatra, are an environmental problem that continues to worsen. The practice of land clearing by burning for agriculture, especially oil palm, is the main factor causing the fires. These forest fires seriously impact air quality and biodiversity and increase carbon emissions, contributing to global warming. In addition, the resulting haze affects public health and disrupts socio-economic life in Indonesia and neighboring countries. The Indonesian government has committed to reducing the impact of forest fires through various carbon emission reduction policies. However, significant challenges remain, especially in tackling fires on difficult-to-control peatlands. Therefore, collaboration between the government, private sector, and environmental organizations is needed to strengthen policies that can prevent forest fires and reduce their negative impacts on climate and public health.

Greenpeace plays an essential role in driving change, raising public awareness about the importance of protecting peat ecosystems, and advocating for more sustainable forest management. Through campaigns, awareness about the need for more environmentally friendly management will likely grow. A joint effort between all parties, both local and international, is needed to effectively tackle forest fires, with the application of environmentally friendly technology and firmer policies in land management.

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PROFIL SINGKAT

Inrinofita Sari adalah seorang akademisi dengan latar belakang pendidikan yang kuat di bidang Ilmu Pemerintahan. Saat ini, aktif sebagai dosen pada Program Studi Ilmu Pemerintahan, Universitas Pamulang. Dalam aktivitas akademiknya, saya banyak terlibat dalam pengajaran, penelitian, dan pengabdian kepada masyarakat dengan fokus kajian pada pemerintahan, kebijakan publik, komunikasi pemerintahan, media sosial, pemberdayaan masyarakat, serta isu-isu lingkungan. Berbagai penelitian yang dilakukan berorientasi pada penguatan tata kelola pemerintahan yang efektif, partisipatif, dan berkelanjutan, khususnya dalam merespons tantangan kebijakan lingkungan di tingkat lokal dan nasional.