Green and glam : Celebritisation of environmental activism on instagram

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Abstract

This study examines the celebritization of environmental activism on Instagram, focusing on two prominent Indonesian public figures: Hamish Daud and Nadine Chandrawinata. Through a qualitative discourse analysis of their Instagram posts from July to December 2023, we explore how environmental sustainability is intertwined with the process of celebritization in the Indonesian context. Drawing on Driessens' (2013) framework of mediatization, personalization, and commodification, and employing Stuart Hall's encoding/decoding model, this research investigates how these celebrities construct and promote their environmental activist personas through social media. Our findings reveal that Daud and Chandrawinata strategically blend their celebrity status with environmental messaging, creating a unique form of 'celebrity ecology'. They leverage Instagram's visual and narrative features to present environmental activism as part of an aspirational yet attainable lifestyle. The study identifies key strategies employed by these celebrities, including the integration of activism with personal branding, the use of family narratives to promote eco-friendly practices, and the endorsement of sustainable products. While their approach effectively raises awareness about environmental issues, it also reveals tensions between authentic advocacy and personal brand building. The research highlights how followers' interpretations of these messages can vary, sometimes focusing more on the celebrities' personal lives than on environmental content. This study contributes to the growing body of literature on celebrity activism in non-Western contexts and offers insights into the potential and limitations of using social media for environmental advocacy.

Keywords: celebritisation, Instagram, environmentalism, activism, influencers

Introduction

This study aims to examine the celebritization of environmental activism on Instagram, focusing on two prominent Indonesian public figures: Hamish Daud and Nadine Chandrawinata. Our primary objectives are to: 1) analyze how these celebrities construct and promote their environmental activist personas through social media; 2) explore the interplay between celebrity culture, environmental discourse, and digital platforms in the Indonesian context; and 3) assess the potential impact and limitations of celebrity-driven environmental activism. To frame our analysis, we draw on several key concepts. Celebritization, as defined by Driessens (2013), refers to the process by which public figures extend their influence beyond entertainment into other social spheres, such as activism. This process encompasses three meta-processes: mediatization (the increasing influence of media on social and cultural life), personalization (the focus on individual narratives and experiences in public discourse), and commodification (the transformation of social causes into marketable products or brands). Through a discourse analysis of Daud and Chandrawinata's Instagram content, we examine how these processes manifest in their environmental activism, shaping both their public personas and the broader conversation around environmental issues in Indonesia.

We live in a celebrity culture where strategic issues such as politics and the environment are easily understood by the public when echoed by a celebrity. There has been much research in this field, including those which highlighting how celebrities popularise and increase public awareness, a process that many experts refer to as celebritisation (Djafarova & Trofimenko, 2018; Khamis et al., 2017; Muchtar, 2018; Sim Lau, 2021). A similar phenomenon is also happening in Indonesia, where social media users are amongst the biggest in the world. Strategic issues can be easily understood by the public when voiced by celebrities or influencers on various social media

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platforms (Biressi & Nunn, 2008; Caldeira, 2020; El Naggar, 2014; Haastrup, 2020). The phenomenon of celebritisation and strategic issues, especially environmental activism, is the focus of this research. Furthermore, two celebrities and environmental activists, Nadine Chandrawinata and Hamish Daud, will be the case studies in this research through their Instagram accounts. Both celebrities have been consistently positioning themselves as environmental activists in recent years.

Several previous studies have stated that celebrities and public figures often increase their popularity by strategically promoting social issues, such as natural disasters, minority rights, and economic inequality (Bennett, 2014; McCurdy, 2013). Social media is seen as a powerful medium that can bring celebrities closer to their admirers and facilitate the dissemination of their influence on their followers (Bennett, 2014; Rahmawati, 2021). Through social media, celebrities can directly engage with fans to inspire actions around their chosen causes and enhance their image as ideal public figures. However, some literature also highlights tensions, especially regarding the commercial motivations of celebrities, authenticity of the movement, and ideological contradictions embedded in celebrity activism (Click et al., 2013; Driessens, 2013; Marwick & boyd, 2010). As the studies cited above were born in the sociocultural context of Western societies, further research is needed on how celebrity-driven activism operates in non-Western contexts and in various issue areas such as the environment, which will be the next contribution of this research. This study addresses this void through discourse analysis of two Indonesian celebrity Instagram accounts.

Instagram is an ideal social media platform for this research for the following reasons. Instagram is one of the most popular social media platforms in Indonesia with a large number of active users (Ievansyah & Sadono, 2018; Schouten et al., 2020; Sumardiono, 2022). Second, Instagram has been facilitating celebrities to reach and influence wider audiences. Its visual and narrative features, such as captions and hashtags, allow celebrities to aesthetically package environmental issues in an engaging manner (Doyle et al., 2017; Rahmawati, 2021). Many Indonesian celebrities have a large fan base on Instagram, making it a powerful social media platform to mobilise awareness. Finally, Instagram's frequent use as a social media platform for celebrity branding makes it an important site to examine the intersection of celebritisation, activism, and environmentalism in the context of Indonesian popular culture (Fitrianti et al., 2020; Rahmawati, 2021).

Celebritisation can be understood as a condition and process in which celebrities and their fame factors reach out to issues outside the entertainment world, such as charity, politics, the environment, and other social movements (Driessens, 2013). Furthermore, celebritisation is driven by the interrelated forces of mediatisation, personalisation, and commodification (Driessens, 2013). Another article mentioned the concept of "celebrity ecology" which refers to the increasingly prevalent role of celebrities in environmental issues (Goodman & Littler, 2013). Although celebritisation quickly highlights an issue, its impact is relative, as many celebrities spread contradictory messages. Other studies have arrived at the same conclusion. Boykoff mapped different types of celebrity activities related to climate change and developed the "Cultural Circuits of Climate Change Celebrities' model to understand the influence of celebrities on climate change discourse and actions (Boykoff & Goodman, 2009). Overall, this research explores the promises and contradictions of celebrities' increasingly entrenched involvement in the cultural politics of climate change.

Several other studies have specifically highlighted specific case studies of celebrities and their philanthropic activities related to mental health, the environment, and humanitarian causes (Click et al., 2013; Fuqua, 2011; Marwick & Boyd, 2010). Celebritisation in the humanitarian context can be seen through Brad Pitt's Make It Right Foundation (Fuqua, 2011). The foundation aims to rebuild housing in the New Orleans after Hurricane Katrina. Pitt is described as a "celebrity activist" whose charity promotes his star image as caring and accessible. While Make It Right succeeds in drawing attention to issues of racial inequality and state negligence in dealing with natural disasters, its focus on individual home-building also reflects a neoliberal embodiment of privatisation. Pitt's charitable activities reveal both the potential and the limitations of celebrity-driven philanthropy. Meanwhile, Lady Gaga utilised Twitter and YouTube platforms to directly interact with fans around activism (Click et al., 2013). Through her frequent tweets, Gaga managed to create a close and authentic connection with her fans, as if she was a trustworthy friend. Gaga's

fans interpret her philanthropic and advocacy actions as evidence of her genuine goodwill. Social media allows Gaga to communicate directly with fans and inspire action on issues, such as LGBTQ rights. This study of Lady Gaga's philanthropy shows how social media gives celebrities direct access to fans, thus opening up new avenues for celebrity activism.

However, as Caitlyn Jenner shows, social media activism does not always proceed smoothly. Focusing on Jenner's Twitter account, Marwick and Boyd found that her posts were more about self-promotion and products than sharing her transgender experience (Marwick & Boyd, 2010). This reinforces the criticism of Jenner's highly commercialised celebrity image. Although she supports LGBTQ organisations, her Republican-leaning political views create ideological tensions, limiting her ability to motivate collective action. As such, the effectiveness of celebrity activism depends on the public's perception of a celebrity's authenticity and ability to overcome conflicting agendas.

Previous studies on celebritisation and celebrity activism, which have been explored above, provide a theoretical basis for analysing how this phenomenon operates in the Indonesian context, particularly in relation to environmental issues. Through an investigation into the Instagram accounts of Nadine Chandrawinata and Hamish Daud, this research seeks to fill a gap in the literature by exploring the complexities and dynamics of celebrity activism in non-Western countries. By considering factors such as mediatization, personalisation, and commodification, this study aims to provide a more nuanced understanding of the potential and limitations of celebrities in promoting awareness and action on environmental issues in Indonesia. Next, the research methods section outlines the approach used to analyse the Instagram content of the two celebrities and uncovers insights into their roles as environmental activists within the context of Indonesian celebrity culture.

Method

This study uses a qualitative approach with a discourse analysis method that refers to Stuart Hall's thinking. Hall understood discourse as a group of statements that used language to talk about a particular topic at a specific historical moment (Hall, 1999). In the tradition of media studies, Hall sees media texts as sites where meanings are produced, consumed, and contested continuously. The theoretical framework used in this research was the encoding/decoding model developed by Hall (Hall, 1999). This model considers communication as a process in which messages are constructed by text producers and negotiated by text consumers. However, Hall emphasised that meaning is never fixed, as the audience has the ability to negotiate and even reject the meaning offered by the text. Through discourse analysis, this study seeks to uncover how Nadine Chandrawinata and Hamish Daud's Instagram posts offer a discourse on environmental activism and how that discourse can potentially be interpreted differently by Instagram users. The primary data in this study were posts on Nadine Chandrawinata (@nadinelist) and Hamish Daud (@hamishdw) Instagram accounts from July 2023 to December 2023.

The selection of the period from July to December 2023 for the analysis of Nadine Chandrawinata and Hamish Daud's Instagram posts related to environmental activism was based on several reasons. First, by focusing on the recent period, this research captures the latest dynamics and trends in environmental activism by Nadine and Hamish on social media. Second, the second half of the year is an important commemoration for global environmental activism, such as Earth Hour. By analysing Nadine and Hamish's posts from July to December 2023, this study explored how they responded to and participated in the momentum of global environmental activism. Posts were included in the analysis if they met the following criteria: a) Explicitly mentioned environmental issues or activism b) Showcased eco-friendly products or practices c) Depicted the celebrity engaging in environmentally conscious activities d) Used environmental hashtags (e.g., #SaveOurOceans, #IndonesianOceanPride).

The data analysis was conducted in several stages. First, posts were analysed textually to identify the discourse offered on environmental activism, including the themes, arguments, and rhetoric used mostly in their respective accounts. Second, an analysis was conducted to examine how posts interacted with the broader environmental discourse in Indonesia. Following this, audience analysis was conducted by examining Instagram users' comments and responses to posts.

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Hasil Penelitian

Through discourse analysis based on Hall's thinking, this research seeks to capture the fluid and polysemic nature of media texts (Hall, 1999). By considering the dimensions of production, consumption, and contestation of meaning, this study aims to provide a more dynamic understanding of how celebrities use Instagram to spread discourses on environmental activism, and how these discourses are variously received and interpreted by social media audiences in Indonesia.

Stuart Hall's encoding/decoding model is particularly relevant to this study for several reasons. First, it acknowledges the active role of both the message producer (in this case, the celebrities) and the audience in creating meaning. This aligns with the interactive nature of social media platforms like Instagram. Second, Hall's emphasis on the sociocultural context in which messages are both produced and received is crucial for understanding how celebrity environmental activism operates within the specific context of Indonesian society and culture. Finally, the model allows us to explore potential discrepancies between the intended message of the celebrities and how these messages might be interpreted by their followers, providing a more nuanced understanding of the effectiveness and limitations of celebrity environmental activism on social media. By employing this methodological approach, we aim to provide a comprehensive analysis of how Nadine Chandrawinata and Hamish Daud construct their environmental activist personas on Instagram, and how these constructions might be received and interpreted by their audience. This approach allows us to address our research questions while contributing to the broader understanding of celebrity activism in non-Western contexts.

Results and Discussion.

Findings and data analysis are generally divided into two stages. First, Driessen's discourse and the circle of celebritisation were analysed. The analysis focuses on the meta-process consisting of mediatization, personalisation, and commodification carried out by Hamish Daud and Nadine Chandrawinata in the process of becoming an environmental activist. The second part of the analysis will focus on the discourse on how environmental activism is portrayed textually and contextually, including how the text is consumed by the followers of each celebrity. This section focuses on the period from July to December 2023. As mentioned in the methods section, discourse analysis does not count the quantity aspect of a text but rather focuses on how the text is constructed, produced, and consumed.

From Celebrity to Environmental Activist: Meta-Processes in the Celebritization of Hamish Daud and Nadine Chandrawinata

Driessen divides celebritization into three meta-processes: mediatization, personalisation, and commodification (Driessens, 2013). According to Driessen (2013), mediatization is both a prerequisite and a catalyst for celebritisation, where more mediatized social fields tend to experience stronger celebritisation (Driessens, 2013). Further, according to Driessen, personalisation is related to individualisation (focus on the professional qualities of the individual), privatisation (focus shifts to private life), and emotionalization (focus on the private persona rather than the public). In the third process, commodification turns individual celebrities into commodities that have economic value, according to the logic of capitalism (Driessens, 2013). Celebrities serve to create audiences and markets, while embodying and legitimising the ideology of capitalism. The three celebritisation processes occur in the personas of Hamish Daud and Nadine Chandrawinata, who move from celebrity in a more traditional form (acting or role-playing) in the process of celebritisation through the three meta-processes of mediatisation, personalisation, and commodification. Mediatisation plays a key role in Nadine Chandrawinata and Hamish Daud's environmental activism on Instagram. As a highly visual and interactive social media platform, Instagram allows users to creatively construct and promote their activism messages to a wider audience. Nadine and Hamish display various features of Instagram to promote environmental issues in an aesthetically appealing contents for their followers. They provided high-quality photos and videos of themselves engaging in eco-friendly activities such as recycling and cleaning the ocean.

Furthermore, Nadine and Hamish used captions, hashtags, and Instagram's story features to deliver a consistent narrative on environmental activism. They wrote about their personal

experiences in a simple and easy language, making complex issues easier for their followers to understand. They also delivered relevant hashtags help to extend the reach of their posts and connect them to broader discussions on environmental issues. In addition to these, the highly viral nature of Instagram allows Nadine and Hamish's message of activism to spread quickly beyond its broader audience. When content is liked, commented on, and shared by other users, its reach increases, reaching new audiences and potentially attracting more people to engage or at least become aware of such issues (Lee & Kim, 2020). In personalisation process, Nadine, and Hamish also constructed a "down-to-earth celebrity" persona to promote their own version of environmental activism. They personalise advocacy by positioning themselves as relatable individuals who engage in simple, eco-friendly practices within their daily lives. Instead of presenting activism as the realm of the elite, which can be done by selective people, Nadine and Hamish frame it as accessible to ordinary people. They shared photos and videos of everyday eco-friendly actions, such as using reusable straw, shopping with recycled bags, or sorting trash for recycling. By highlighting these easy lifestyle choices, they show that everyone can contribute to the movement regardless of their celebrity status, making this movement and activism compelling to their audience. Nadine and Hamish also constructed an environmental activism in a casual setting, making it seem authentic and ordinary. They often upload candid selfies or photos of everyday life while performing green activities with their families such as cleaning plastics on the beach and so on. These images create a sense of connectedness with their followers, building relationships as if they were friends and neighbours. They write in a friendly, conversational tone, often using first-person pronouns and directly referring to their audience. This honesty and approachable self-presentation helps reduce the distance between celebrities and their audiences (Rahmawati, 2021).

In addition, Nadine and Hamish use their platform to highlight "ordinary" environmental activists and grassroots initiatives. Hamish and Nadine are also founders of environmental organisations specialising in ocean conservation, Seasoldiers, and Indonesianoceanpride. In addition to founding and growing non-profit organisations, they often present individuals and groups that make a difference in their local communities, such as beach cleaners, recycling artisans, or small-scale organic farmers. Positioning themselves as equal to these grassroots leaders, they reject the hierarchical notions of activism and promote models of 'good citizenship'. This personalisation democratises environmental activism by making it accessible and relevant to the general audience. By presenting themselves as relatable role models, Nadine and Hamish inspired their followers to see themselves as environmental change agents. They motivate the public not only to mere awareness but also by showing that individuals can contribute, regardless of how small they are, and can have a significant impact when combined. Their approach highlights a shift towards increasingly personalised and participatory activism supported by social media. By harnessing the power of Instagram for self-branding and storytelling, Nadine and Hamish break down barriers to participation and empower their audiences to become partners in the fight for environmental conservation. Their case highlighted how personalisation can be a powerful tool for facilitating collective action to address environmental challenges.

Nadine Chandrawinata and Hamish David could be seen as commoditising, combining their advocacy with their personal brands to expand their influence and market appeal. One of the main ways they do this is by tying activism to fashion, lifestyle, and business endeavours. As a model influencer, Nadine often promotes eco-friendly fashion brands to her followers. She collaborates with designers on social media campaigns that highlight ethical fashion and encourages more conscious consumption. By linking environmental issues with her fashion and beauty persona, Nadine created a niche market that combined interest in sustainability and style. This allows her to simultaneously promote environmentally friendly business practices, while enhancing her credibility as an aspirational lifestyle icon. Meanwhile, Hamish integrated his environmental advocacy with his ecotourism business. He often shares photos and videos of his adventures at eco-resorts that he invests in or visits, highlighting their sustainable practices, such as energy conservation or waste reduction.

In addition to commodifying activism through specific professional endeavours, Nadine and Hamish strategically packaged their messages to resonate with global values such as nationalism, religious beliefs, and family obligations. They often frame participation in environmental practices

as an expression of pride in Indonesia's natural heritage and civic responsibility. They continuously connect environmental conservation with spiritual beliefs about being a good steward of Earth. They also present eco-friendly practices as a way to protect and provide for the nation's future. By combining environmental issues with these deeply held universal values, Nadine and Hamish made their messages accessible to a wider audience across national and cultural boundaries. Engagement with pro-environmental content and products has become a status marker for individuals to demonstrate their commitment to a higher cause. In doing so, Nadine and Hamish not only globalise the reach of their personal brand but also create consumer demand for sustainable practices as a form of cultural capital.

This commodification of activism also reflects the deepening intersection of celebrities, consumerism, and environmental politics in the digital age. Through the manufacturing use of social media, public figures like Nadine and Hamish can mobilise the public to promote social change, shifting consumer and industry behaviour towards more sustainable models. In addition to the above factors, Nadine and Hamish maintained famous personal lives, with their wives and husbands being public figures. Nadine is married to Dimas Anggara, a top Indonesian movie actor who also has 2.7 million Instagram followers. Hamish Daud is married to Indonesian pop singer Raisa Andriana, who has 37.7 followers on Instagram.

The high-profile marriages of Nadine Chandrawinata to Dimas Anggara and Hamish Daud to Raisa Andriana contributed to the process of celebritization of environmental activism that they promoted through social media. Their spouses, who are also top public figures in Indonesia with huge Instagram followings, further increased the visibility and reach of Nadine and Hamish's message of environmental activism. This relates to the meta-process of personalisation and commodification, as discussed above. By having a famous celebrity spouse, Nadine and Hamish's personal lives attracted even more attention from the public and their followers. The "privatized" aspect of personalisation is becoming increasingly prominent, where the focus is not only on their professional qualities as environmental activists, but also on the dynamics of their high-profile personal and family lives. This can increase the audience's interest and emotional engagement with Nadine and Hamish as a whole, including their environmental activism.

Marriage to a high-profile celebrity can also be seen as a form of commodification, where even personal relationships have significant economic and symbolic value. The collaboration or co-appearance of celebrity couples in environment-related campaigns or initiatives can further enhance the appeal and legitimacy of the messages conveyed. When Dimas Anggara or Raisa Andriana also support or engage in environmental activism with their respective partners, it can expand the market and audience reached and strengthen the image of environmental activism as a prestigious and desirable lifestyle. As such, this high-profile wedding contributed to the celebritisation process of Nadine Chandrawinata and Hamish Daud as environmental activists, where aspects of their private lives were increasingly integrated with their public personas. This shows the increasingly complex intersection between celebrities' private lives, activism, and commodification on contemporary social media. Through a combination of these factors, Nadine and Hamish were able to mobilise their influence and appeal as celebrities to promote public awareness and engagement in pressing environmental issues.

Text Production, Consumption and Construction: A Textual Analysis of Hamish Daud and Nadine Chandrawinata's Instagrams

To further understand how celebrities in Indonesia engage in environmental activism through social media, this study conducted a textual analysis of the Instagram accounts of these two celebrities. Table 1 presents a comparison of the representation, production, and consumption of texts related to environmental activism displayed by the two celebrities on their Instagram accounts. This analysis is conducted with reference to the concept of 'celebrity ecology' discussed in the article "Celebrity Ecologies: Introduction, which looks at the complex dynamics between celebrities' authentic engagement in environmental issues (Goodman & Littler, 2013).

Table 1. Comparison of Representation, Production and Consumption of Environmental Activism Texts on Nadine Chandrawinata and Hamish Daud's Instagrams

Text Aspect	Nadine Chandrawinata	Hamish David
Instagram Account	@nadinelist	@hamishdw
Followers	2 million	2.3 million
Established/founded organisation	Seasoldier (NGO engaged in the environment, especially ocean conservation). Organized *Seasoldier Junior* which introduced ocean conservation to elementary school-age children. It has several independent eco-fashion brands that are eco-friendly.	Indonesianoceanpride (referred to as environmental conservation organization) which focuses on the sustainability of the sea and everything in it in Indonesia.
Characteristics of the organisation	Engaged in ocean conservation, often organizes beach clean-up events. Attracting volunteers in cities in Indonesia, encouraging plastic waste processing and recycling.	Engaged in ocean conservation, for example saving coral reefs, marine protection from plastic waste.
Theme / argument / rhetoric	Life is seemingly grounded, very close to the sea. Introducing her two toddler daughters who are often captured playing on the beach. The family seems to like beach tourism, when on vacation also deliberately choose (or endorse) resorts that have beaches / close to the beach. Paid promote: promoting hotels, resorts, eco-friendly products especially those related to babies and toddlers that are eco-friendly. Endorse things that align with Nadine's mission and branding, which is an environmental activist. Example: endorse the Anessa brand (sunscreen and skincare products from Japan).	Having a hobby of surfing since he was young, often seen in his IG doing the sport. Several times it also contains content challenging diving, snorkeling and surfing. He has hosted a travel and vacation show on a national television station that found locations that are still 'natural' in Indonesia. Paid promote: Several times endorsed electronic products such as Samsung Television and Lenovo. Including how these two products use environmentally friendly components (eg recycled aluminum and vegan leather).
Follower comments (text consumption)	The majority praised Nadine and Dimas' parenting as the ideal couple who introduced their children to love the environment from an early age.	Most praised Hamish when he posted content about his wife, Raisa and daughter, Zalina. Raisa has far more followers (37.7 million) as Indonesia's top pop diva
Other aspects (family, fatherhood, motherhood)	Family (children and husbands) is heavily shows especially motherhood and nature aspects. Her children since they were infants were educated to love nature, be close to nature and begin to understand environmental issues.	Until now, Hamish and Raisa have chosen not to publish their daughter's face on all their social media platforms. Only shown from afar or in silhouette. Unlike Nadine who shows family in almost every IG content, Hamish does not feature family very much. Only certain moments like Mother's Day, Birthday or Family Holidays.

Text Aspect	Nadine Chandrawinata	Hamish David
		However, the *fatherhood* aspect is also displayed for example with his decision to protect Zalina's privacy on social media.

Source : by Author

Text analysis conducted on Nadine Chandrawinata and Hamish Daud's Instagram accounts shows the construction of an environmental activism discourse built through the representation of celebrity and activist identities combined with personal life, especially related to motherhood and fatherhood. In terms of text representation, both Nadine and Hamish present public personas closely associated with environmental issues, particularly ocean conservation. This can be seen from the non-profit organisations they founded (Seasoldier and Indonesianoceanpride) as well as the activities they do and showcase on Instagram, such as beach cleaning, diving, and surfing. They also promote eco-friendly lifestyles through the endorsement of eco-friendly products.

However, this representation is inseparable from aspects of their personal lives as mothers and fathers. Nadine often displays her children's closeness to nature, whereas Hamish shows the protection of his daughter's privacy. This constructs Nadine and Hamish's image as model parents who care about their environment. In terms of text production, Nadine and Hamish both curated content and endorsements to match their branding as environmental activists. However, the difference is that Nadine features more motherhood and family content, while Hamish does not feature his family much, except at certain moments.

In terms of text consumption, Nadine's followers' comments praised her parenting, which introduced children to the environment from an early age. Meanwhile, comments on Hamish's account are more complementary when he uploads the family content. The significant difference in the number of followers between Hamish and his wife Raisa, who is a pop diva, is also a factor attracting attention to Hamish's content. This finding aligns with the concept of "celebrity ecology" discussed in the article, where celebrity involvement in environmental issues is constructed through a combination of image, personal lifestyle, and market- or audience-building (Goodman & Littler, 2013; Khamis et al., 2016). While Nadine and Hamish both capitalise on environmental issues, their approaches to presenting motherhood and fatherhood are somewhat different, showing gender dynamics in celebrity activism. Text analysis of Nadine Chandrawinata and Hamish Daud's Instagram accounts also shows how the concept of 'celebrity ecology' works in the context of environmental activism in Indonesia. In the case of Nadine and Hamish, their concern for the environment is built through the consistency of their activism, both through the organisations they founded and the eco-friendly lifestyle they model. However, as criticised in this paper, celebrity ecology also involves aspects of 'commodification' where involvement in environmental activism can expand the market and increase the selling point of celebrities. This can be seen in how Nadine and Hamish make activism part of their 'branding' and utilise it to promote eco-friendly products.

Applying Stuart Hall's encoding/decoding model to Nadine Chandrawinata and Hamish Daud's Instagram content provides further insights into the construction and reception of their environmental activism discourse. In terms of encoding, both celebrities carefully craft their messages to align with their personal brands and activist identities. Nadine's posts frequently encode messages of environmental stewardship intertwined with motherhood, presenting a narrative where caring for nature is an essential aspect of good parenting. This encoding strategy creates a powerful association between personal responsibility and environmental activism. Hamish, on the other hand, encodes his environmental messages through the lens of adventure and exploration, often showcasing his surfing and diving activities. This encoding approach frames environmental conservation as an exciting and aspirational lifestyle choice, potentially appealing to a different demographic than Nadine's family-oriented content.

The decoding process, as evidenced by follower comments, reveals how these encoded messages are received and interpreted by the audience. Nadine's followers predominantly decode her content through a framework that values traditional family roles and environmental

consciousness, praising her as an ideal mother who instills eco-friendly values in her children. This preferred reading aligns closely with Nadine's encoded message, suggesting a successful transmission of her intended meaning. Hamish's content, however, appears to generate a more varied decoding process. While some followers engage with his environmental messages, many seem to focus on his relationship with his wife Raisa, indicating a potential negotiated reading where the celebrity aspect overshadows the environmental content. This disparity between encoded and decoded meanings highlights the challenges celebrities face in effectively communicating activist messages within the context of their public personas. It also underscores Hall's argument that the decoding process is influenced by the audience's own social and cultural contexts, which may not always align with the encoder's intentions.

Furthermore, the research also highlights a contradiction in celebrity ecology, where celebrity involvement can increase the visibility of environmental issues, but also potentially divert attention from the root causes. Nadine and Hamish's approach to focusing on individual lifestyles and eco-conscious consumerism may hinder the need for broader structural changes. In addition, the focus on personal and family life in Nadine and Hamish's celebrity activism also reflects the ' personalisation aspect already discussed in the above sections. This can help touch on the audience's emotions and encourage public engagement in environmental issues. But on the other hand, it can also hinder attention from the complexity of the issue towards more individual narratives. Thus, the analysis of Nadine Chandrawinata and Hamish Daud's Instagram accounts reinforces the argument of complex dynamics in celebrity ecology. This study shows how celebrity-mediated environmental activism involves an interplay between authentic concern, public image, commodification, and personalisation. Although this approach has the potential to raise awareness, it also has limitations and contradictions that need to be addressed critically.

Conclusion

This study has explored the celebritization of environmental activism on Instagram through the case studies of Nadine Chandrawinata and Hamish Daud, two prominent Indonesian public figures. By analyzing their Instagram content from July to December 2023, we have uncovered the complex interplay between celebrity culture, environmental advocacy, and social media dynamics in the Indonesian context. Our findings reveal that both celebrities engage in environmental activism through the meta-processes of celebritization as outlined by Driessens (2013): mediatization, personalization, and commodification. They skillfully leverage Instagram's features to construct environmental activist personas that are deeply intertwined with their celebrity status and personal lives.

Our analysis shows that Chandrawinata and Daud effectively use Instagram's visual and narrative capabilities to package environmental messages in aesthetically appealing and easily digestible formats, extending their reach beyond traditional activist circles. This mediatization process is complemented by a strong element of personalization, where both celebrities present environmental activism as part of their everyday lives, making it seem accessible and relatable to their followers. This approach, particularly evident in Chandrawinata's integration of environmentalism with motherhood, helps to democratize activism and encourage wider participation. However, we also observed a significant degree of commodification in their environmental messaging, which is often tied to product endorsements and lifestyle branding. This reveals the complex relationship between activism and market forces in the digital age. Applying Stuart Hall's encoding/decoding model, we found that while the celebrities encode messages of environmental stewardship, followers' decoding processes vary, sometimes focusing more on the celebrities' personal lives than on the environmental content.

While this form of celebrity activism effectively raises awareness about environmental issues, it also presents limitations and contradictions. The focus on individual lifestyle changes and eco-conscious consumerism may divert attention from broader structural issues requiring systemic solutions. Moreover, the commodification of activism raises questions about the authenticity and long-term impact of such efforts. This study contributes to the growing body of literature on celebrity activism in non-Western contexts, offering insights into how global trends in digital activism are localized within Indonesia's unique social media ecosystem. It highlights the potential

of social media platforms like Instagram to mobilize environmental awareness while also revealing the challenges of maintaining substantive activism within the constraints of celebrity culture and digital media logics.

Future research could explore the long-term impact of such celebrity-driven environmental campaigns on follower behavior and policy changes. Additionally, comparative studies across different cultural contexts could further illuminate the global dynamics of celebrity environmental activism in the digital age. In conclusion, while celebrity environmental activism on social media platforms like Instagram offers a powerful tool for raising awareness and engaging wider audiences, it should be viewed as complementary to, rather than a replacement for, grassroots movements and systemic approaches to environmental challenges. As the digital landscape continues to evolve, so too will the strategies and impacts of celebrity environmental activism, necessitating ongoing critical examination of this phenomenon.

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