

Social Media for Wildlife Conservation Campaign in South Sumatra, Indonesia

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ABSTRACT This study examines how the South Sumatra Natural Resources Conservation Agency and the Belantara Foundation utilise Instagram to deliver messages about wildlife conservation. A total of 470 Instagram posts published by these organisations throughout 2022 were analysed using quantitative content analysis. The findings show that the South Sumatra BKSDA tends to focus on posts related to field actions and the current status of wildlife, while the Belantara Foundation emphasises educational content and community engagement. The analysis reveals differences in how each institution frames conservation messages and visual strategies to communicate with the public. Rather than measuring impact, this study highlights the distinctive approaches used by government and non-government institutions in using social media to convey conservation issues. The findings contribute to understanding how message design and media framing can support public engagement in conservation communication.

KEYWORDS Government; Non-government organisation; Wildlife conservation; South Sumatera.

INTRODUCTION

The dissemination of information on protected wild animals holds significant importance within the community due to prevalent knowledge gaps, limited understanding, and insufficient awareness regarding the need of conserving these species (Neuhaus, 2018; Oh, 2019; von Essen et al., 2020). A comprehensive understanding of endangered species is of utmost significance for the local population. Various forms of criminal activities against animals include hunting, persecution, killing, and engaging in illicit trading of live and preserved animals, all of which aim to prevent such acts (Lancaster & Boyd, 2015; Sawaki et al., 2022). The level of public

awareness of protected species remains insufficient (Miranda-de la Lama et al., 2019; Rochmyaningsih, 2022), necessitating ongoing efforts by governmental entities and non-governmental organisations (NGOs) to enhance public knowledge in this domain. The fall in the populations of protected wildlife species has been attributed to the prevalence of hunting, illegal logging, and illicit trafficking in these animals (Girdhar & Srivastava, 2023; Takashina et al., 2023).

According to Indonesian government, it is prohibited to keep, hunt, or trade protected wild animals. However, the community faces challenges in accurately differentiating between protected and non-

protected creatures (Gunawan et al., 2022; Linggi & Burhanuddin, 2019). The ongoing decrease of endangered species in Indonesia persists as a result of numerous challenges that have led to the extinction of certain animal species. The presence of hunting and trading activities has led to a decline in animal populations throughout multiple regions in Indonesia (Wiryo et al., 2020; Zamzami et al., 2020). The significant demand for wild animals has led to extensive hunting, trade, and smuggling activities, further incentivized by the lucrative prices offered for very rare animal species. The absence of adequate supervision and enforcement measures pertaining to the exploitation of endangered species has resulted in a decline in the populations of protected wildlife species, thereby inadvertently implicating individuals in the destruction of endangered species populations.

The incidence of criminal activities targeting protected species is significantly elevated, with computer and internet crimes representing the most prevalent form of such offences in Indonesia, surpassing other categories of wildlife-related crimes (Fischer et al., 2023; Layuno Rosas & Magaz-Molina, 2023). Computers and the internet serve as important platforms for the promotion and commercialization of protected species via online marketplaces and social networking sites (Cruz Crespo & Cruz, 2023). The current critical state of affairs necessitates the implementation of strategies that encourage public engagement in environmental conservation endeavours. The primary stage towards environmental preservation is fostering public awareness that encompasses

individuals' emotions, knowledge, attitudes, and beliefs (Forster et al., 2023; Girdhar & Srivastava, 2023; Takashina et al., 2023). Hence, the significance of public knowledge in fostering heightened consciousness towards the protection of the environment is emphasised.

Social media platforms Instagram has gained significant popularity throughout various domains of society. In order to transform Instagram into a platform for the dissemination of knowledge pertaining to wildlife (Bollinger et al., 2023; Nguyen-Thu, 2018; Nunes et al., 2023), it is imperative to implement strategies that facilitate the sharing of information regarding wild animals. Two Instagram social media accounts that offer content pertaining to protected species are @bksda_sumsel and @belantara_found. The two Instagram accounts serve a significant function in the dissemination of information pertaining to protected wildlife. Both Instagram and other social media platforms have made significant efforts to uphold the equilibrium of the ecosystem. The South Sumatra BKSDA and the Belantara Foundation engage in various activities aimed at raising awareness on the significance of wildlife, providing guidance on conflict mitigation, and disseminating information pertaining to wild animals.

Raising public awareness of the significance of animal conservation plays a key role in safeguarding ecosystems. The Indonesian society is subject to a range of regulations that dictate the rights and responsibilities of individuals, which are determined by their biological characteristics. Social media platforms

offer users the opportunity to express their emotions and thoughts through the act of publishing on these platforms. The aforementioned initiative was undertaken by the South Sumatra BKSDA and the Belantara Foundation, both of which are organisations dedicated to preserving ecological equilibrium. However, while previous studies have explored the community involvement on wildlife conservation in Indonesia (Gunawan et al., 2022; Linggi & Burhanuddin, 2019; Nugroho, 2020; Nurhayati et al., 2022; Rudwiarti et al., 2019), the study on how to use social media to promote community awareness is still under researched.

This study explores how the South Sumatra Natural Resources Conservation Agency (BKSDA) and the non-governmental Belantara Foundation use Instagram to frame and deliver messages related to wildlife conservation. Rather than measuring public response, the study focuses on the types of content and visual communication strategies used by each organisation. In this study, the researchers conducted a comparison analysis to determine whether the two Instagram accounts exhibited substantial differences in their roles as entities responsible for preserving the equilibrium of protected wildlife environments on the platform.

Literature Review

Social Media for Environmental Awareness

In recent years, social media has emerged as a useful channel for disseminating environmental messages and mobilizing public engagement. Scholars have increasingly examined how digital platforms such as Facebook, Twitter, and Instagram

influence environmental awareness, activism, and policy support (Hopke & Paris, 2021; Zhang & Skoric, 2018). These platforms enable organizations to reach broad audiences with rapid, engaging, and visually compelling messages that are essential in communicating complex environmental challenges.

Several studies have highlighted the psychological effects of social media in shaping environmental attitudes and behaviors. Research indicates that emotionally framed content—particularly messages that evoke urgency, empathy, or concern—can significantly influence user engagement and diffusion of environmental content (Sanford et al., 2023). Emotional appeals, when effectively deployed, can lead to heightened awareness and even behavioral intentions, although they must be used carefully to avoid negative or overwhelming reactions.

At the same time, the ethical use of social media in environmental campaigns is increasingly scrutinized. Concerns around misinformation, data privacy, and manipulation of emotions present significant challenges (Hu et al., 2023). Organizations are expected to ensure their messaging is not only persuasive but also accurate, transparent, and respectful of user autonomy (Hopke & Paris, 2021).

In terms of campaign impact, leveraging social media analytics has become a critical tool in assessing reach and effectiveness. Metrics such as likes, shares, comments, and hashtag performance provide insight into which messages resonate with the public (Tlebere et al., 2016). Such analytics help

refine strategies and support evidence-based decisions in campaign planning.

Several models have been developed to explore the effectiveness of social media strategies in environmental communication. The SMENA model (Social Media for Environmental Awareness), for instance, demonstrated that targeted social media campaigns could significantly improve environmental knowledge among university students in South Africa (Tlebere et al., 2016). Meanwhile, a study in Malaysia emphasized the importance of system and information quality in users' satisfaction with environmental messaging (Zhang & Skoric, 2018).

Social media also enables environmental activism and collaboration. Platforms allow for bottom-up movements, connecting local communities with global environmental causes, as seen in campaigns like #FridaysForFuture and #SaveRimba. Influencers and even virtual influencers, such as Noonoori, have begun shaping sustainability narratives by blending aesthetics with conservation messages (Hoai Lan et al., 2025). However, maintaining sustained attention and translating awareness into long-term behavior remain ongoing challenges.

Social Media and Wildlife Conservation Communication

Social media potentially plays as a double-edged sword in the context of wildlife conservation—offering powerful opportunities for public outreach, while simultaneously introducing ethical dilemmas and unintended consequences (Bergman

et al., 2022). Platforms like Facebook, Instagram, and Twitter have transformed how conservation messages are crafted, disseminated, and received, often reaching audiences far beyond the scope of traditional outreach efforts (Wu et al., 2020).

The ability of social media to shape public perception is well documented. Emotionally engaging content—such as personal stories, striking visuals, and user-generated experiences—has been shown to influence awareness and even behavioral intentions (Sanford et al., 2023). For instance, posts that evoke positive emotions and highlight human actions contributing to wildlife loss have been found to significantly increase engagement (Shreedhar, 2021). Moreover, storytelling in digital spaces can help connect users emotionally to distant environmental issues, making them more relatable and urgent (Lenzi et al., 2020).

However, engagement is not always deeply reflective. Research by Shan et al. (2022) shows that while public sentiment on platforms like Twitter often reflects pro-conservation attitudes, deeper cognitive engagement and sustained behavior change remain limited. These findings suggest that awareness alone does not guarantee conservation action, pointing to the need for continuous and strategic communication.

While social media is widely used by conservation organizations, it also raises serious ethical questions. Studies warn against the unintended promotion of the illegal wildlife trade through online platforms, especially in Southeast Asia, where digital marketplaces and social status symbolism are tied to exotic animal ownership (Bergman et

al., 2022; Supriadi et al., 2018)). Additionally, content such as selfies with wildlife or sensationalized rescue videos—though often popular—can perpetuate misconceptions and encourage harmful human–animal interactions (Freund et al., 2021).

Moreover, social media-driven tourism to protected areas, sometimes known as “Instagram tourism,” can place undue stress on wildlife habitats (Wu et al., 2020). This underscores the need for responsible content creation that balances public interest with conservation ethics.

Several strategies have been found effective in increasing the reach and impact of wildlife conservation campaigns. Leighton & Serieys (2025) suggest that using aesthetically appealing species—such as caracals—can attract attention, but recommend balancing them with lesser-known or “non-charismatic” species to avoid conservation bias. Similarly, timing of posts plays a crucial role; Latzke et al. (2019) report higher engagement rates when content is scheduled strategically, such as mid-morning or toward the weekend.

Framing techniques also matter. Social and emotional framing—paired with fact-based knowledge—has been shown to increase message virality and deepen understanding (Shreedhar, 2021). In China, Wu et al. (2020) demonstrated that posts by central media users and opinion leaders can elevate awareness of conservation incidents by up to 75 times, particularly among educated female users.

Influencers and online celebrities can broaden conservation messaging by tapping into audiences not traditionally engaged with

environmental issues (Hoai Lan et al., 2025). However, their impact is often short-lived, requiring sustained campaign strategies and message consistency. Community engagement is also facilitated by social media, which allows local actors and stakeholders to collaborate in real time, report incidents, and build transparency.

To measure the effectiveness of online conservation efforts, many organizations now rely on social media analytics. Engagement metrics (likes, shares, comments) can serve as proxies for public interest, while sentiment analysis offers deeper insights into emotional and attitudinal responses (Sangi et al., 2024). However, studies caution that high engagement does not always translate to real-world action (Bergman et al., 2022).

Despite this growing body of research, most studies focus on global campaigns, Western contexts, or broad environmental topics. There remains a lack of empirical research on how local conservation agencies in Southeast Asia, particularly in Indonesia, use social media to craft and deliver messages about wildlife conservation. This study addresses that gap by analyzing Instagram content from a government agency (BKSDA Sumsel) and an NGO (Belantara Foundation), contributing to a better understanding of narrative framing and strategic communication in a culturally and ecologically rich setting.

Methodology

This study employed a quantitative content analysis method (Krippendorff, 2013) to investigate the utilisation of social media by the South Sumatra Natural Resources Conservation Agency and the Belantara

Foundation in fostering public awareness regarding the conservation of protected wildlife. The author of this study employed Instagram social media accounts @bksda_sumsel and @belantara_found as the unit of analysis. The analysis focused on the photo and video uploads made on both accounts throughout the time frame of January 1, 2022, to December 31, 2022.

The present study encompassed the entire collection of Instagram uploads originating from the South Sumatra Natural Resources Conservation Agency and the Belantara Foundation, spanning from 01 January 2022 to 31 December 2022. Specifically, the South Sumatra Natural Resources Conservation Agency contributed 347 uploads, while the Belantara Foundation contributed 123 uploads. There are two Instagram accounts, namely @bksda_sumsel and @belantara_found, who have collectively shared a total of 470 uploads. The sample utilised in this research was derived from the uploads of two Instagram social media accounts, namely @bksda_sumsel and @belantara_found. The total number of uploads included in this study amounted to 470, with 347 uploads originating from the South Sumatra BKSDA account and 123 uploads from the Belantara Foundation account. The aforementioned upload was sourced from the verified Instagram account of the South Sumatra BKSDA and the Belantara Foundation, with a duration of one year. By examining the timeframe of one calendar year (01 January 2022 – 31 December 2022), an analysis may be conducted on the endeavours of the Instagram accounts @bksda_sumsel and @belantara_found in

fostering public consciousness towards the preservation of endangered wildlife.

The research employed the face validity test as a measure of validity (Creswell & Miller, 2000). The outcomes of the content analysis are contingent upon the measurement instruments employed by the authors. There are two methods available to determine whether the measuring device utilised satisfies the criteria for face validity. The assessment of validity in this study was conducted through the solicitation of expert opinions. The validity of the coding sheet utilised in this study was assessed through rigorous testing conducted by a team of specialists. The reliability measurement formula employed is the one proposed by Holsti (Soroka, 2014). The assessment of reliability is demonstrated through the utilisation of agreement sheets, which indicate the percentage of agreement between coders in evaluating the content. Additionally, the degree of similarity in percentage between coders is considered as a measure of dependability. The obtained scores for each coding indicator in the reliability test were all over 0.7 or 70%. It may be asserted that the coding employed in this study exhibits reliability, as its application in subsequent investigations conducted across different temporal and geographical contexts is likely to yield comparable outcomes.

Following procedures developed by Eriyanto (2015), this study undertook a series of crucial stages in quantitative content analysis methodologies. Initially, we established the objective of the analysis, ascertain the desired knowledge to be derived from the analysis, and identify the

research topic to be addressed therein. Next, the process of conceptualization and operationalization is undertaken, involving the formulation of a research concept and its subsequent operationalization to enable quantification. Furthermore, the procedure encompasses the development of a coding sheet that is constructed in accordance with the process of operationalization. This coding sheet encompasses the specific variables to be observed and the corresponding methods employed for their measurement. In the fourth step of the research process, it is imperative for the researcher to ascertain the population and sample that will be subjected to analysis.

Subsequently, the fifth procedural phase pertains to the training of coders. The researchers offer training to coders responsible for the task of reading and evaluating the text. Following the completion of the training, the researcher intends to assess the reliability of the coding sheet. In the event that the degree of dependability fails to satisfy the specified requirements, it becomes necessary to make modifications to the coding sheet until the appropriate level of reliability is attained. Following the establishment of reliability, the researcher will proceed to the sixth phase, which involves encoding all the news information onto the already produced coding sheets. Once the coding process has been concluded, the seventh stage entails the computation of the ultimate reliability of the coding outcomes by employing the designated formula. The eighth and last stage involves inputting the data from the coding sheet into the system and subsequently doing data analysis.

DISCUSSION

Field Situation

The field situation refers to the state or condition of both the community and the protected wildlife. The examination of the coexistence of human beings and wild animals, with the aim of minimising harmful interactions, involves the assessment of the government and private sector's respective roles in environmental conditions. The Field Situation dimension encompasses two distinct indicators: uploads depicting the state of wild animals, and uploads showcasing the performance of government officials and experts. The field situation in the indicators is characterised by two characteristics. Based on the given indicators, it can be observed that the wildlife situation indicator was predominantly influenced by 84 uploads, accounting for 51.5% of the total content across the two Instagram accounts.

Table 1. Results of the dimension of Field Situation

Indicators	BKSDA Sumatera Selatan		Belantara Foundation	
	Frequency	%	Frequency	%
Wildlife Situation	72	62,6%	12	25%
Performance of Government and Experts	43	37,4%	36	75%

Source: data analysis, 2023

The South Sumatra Natural Resources Conservation Agency (BKSDA) presents a comprehensive account of the state of wildlife, thereby constructing a detailed narrative that underscores the imperative need for protection. The act of evacuating

pangolins or releasing the Bangka slow loris serves as a tangible representation of the ongoing endeavours aimed at safeguarding biodiversity, hence enhancing public awareness. Infographics, being a very accessible kind of media, are widely utilised for communicating significant details pertaining to specific species, such as slow lorises. In contrast, the South Sumatra BKSDA's emphasis on the performance of governmental and expert entities offers valuable insights into the collaborative nature of conservation efforts, which necessitate the involvement of several stakeholders, including government agencies and non-governmental organisations.

In contrast, the Belantara Foundation employs a diverse range of strategies, including the utilisation of infographics, comics, and short movies. Discussions pertaining to the historical occurrences of conflicts between elephants and humans, as well as those focusing on tigers, offer a more comprehensive outlook on the prevailing conservation concerns. Nevertheless, the most notable aspect is their emphasis on the performance of government and experts. The significance of community engagement in conservation dialogues is underscored by the inclusion of national webinars, such as the Belantara Learning Series, and a range of other related initiatives. The Belantara Foundation encourages the dissemination of information and awareness to the general public through the provision of these materials.

Conservation Knowledge

Conservation knowledge refers to an individual's capacity to assess the well-being

of safeguarded wildlife species by examining the conservation status attributed to each respective species. The Conservation Knowledge dimension encompasses two indicators, specifically uploads that demonstrate the conservation status and uploads that showcase the biological traits. There are two indicators within the parameters of conservation knowledge. Among the indicators considered, the conservation status indicator exhibited the most prominence, with a total of 77 uploads, accounting for 53.5% of the content across both Instagram accounts.

Tabel 2 Results of the dimension of Conservation Knowledge

Indicators	BKSDA Sumatera Selatan		Belantara Foundation	
	Frequency	%	Frequency	%
Conservation Status	67	54,5%	10	47,6%
Biological Features	56	45,5%	11	52,4%

Source: data analysis, 2023

Table 2 presents a compelling depiction of two primary areas of emphasis, namely the conservation status and biological characteristics, utilised as mechanisms to enhance public consciousness pertaining to conservation efforts.

The South Sumatra Natural Resources Conservation Agency (BKSDA) demonstrates a significant emphasis on the conservation status of protected animals, as seen by 73.6% of its uploaded content. This underscores the pressing need for safeguarding these species. Discussions pertaining to the evacuation of the Kuwuk Cat and the subsequent release of other species serve as corroborative

evidence of the unwavering dedication and tangible endeavours undertaken in the realm of conservation. This text serves as a story that aims to engage the audience in recognising the significance of safeguarding biodiversity. Furthermore, it is worth noting that a significant proportion (61.5%) of the uploads by the South Sumatra BKSDA focus on showcasing biological attributes. This organisation also endeavours to impart knowledge on the distinctive traits exhibited by several species, like the Siamang Owa and Muara Crocodile. The provision of fundamental knowledge to the community holds significant importance.

In contrast, the Belantara Foundation employs a diverse range of strategies, including the utilisation of comics and infographics, to convey information pertaining to conservation status, which constitutes 23.3% of its uploaded content. This suggests a more concise yet still educational perspective. It is noteworthy that the Belantara Foundation exhibits a preference for educational initiatives that employ accessible media formats, such as comics centred around the theme of “threats and challenges,” as well as infographics pertaining to Sumatran elephants. Regarding the domain of biological characteristics, it is noteworthy that approximately 25.5% of their postings are dedicated to offering valuable perspectives on various facets of biology, such as the migratory patterns of avian predators. This contribution serves to augment the reservoir of knowledge available to their audience.

Community Activities Impact on Wildlife Survival and Call for Community Participation in Wildlife Conservation

Protected wild animals are considered invaluable natural resources, and it is imperative to ensure their sustainability in order to prevent their extinction, which can be caused by both natural phenomena and human activities. In this particular scenario, the community assumes a significant responsibility in safeguarding and conserving protected wildlife, as nearly all communal endeavours are intricately intertwined with the well-being and persistence of wild fauna. The aspects of Community Activities that Impact the Survival of Wildlife and the Call for Community Participation in Wildlife Conservation encompass two indicators. Among the several variables examined, the Call for Public Participation in Wildlife Conservation emerges as the predominant factor, with a total of 55 uploads accounting for 61.8% of the content across both Instagram accounts.

Table 3. Results Of The Dimension Of Community Activities Impact On Wildlife Survival And Call For Community Participation In Wildlife Conservation

Indicators	Bksda Sumatera Selatan		Belantara Foundation	
	Frequency	%	Frequency	%
Community Activities Impact On Wildlife Survival	24	52,2%	10	23,3%
Call For Community Participation In Wildlife Conservation	22	47,8%	33	76,7%

Source: data analysis, 2023

Table 3 identified interconnected theme patterns in the promotion of public awareness pertaining to the preservation of endangered wildlife. Nevertheless, there exist distinct subtleties within the two methodologies.

The South Sumatra BKSDA upload exhibits a discernible endeavour to elucidate the immediate ramifications of human activities on wildlife, denoting a proportion of 26.4%. The depiction of the evacuation of the Yellow-crested Cockatoo and the eradication of animal litter in various posts portrays the tangible consequences of human activities. This tale establishes a sense of urgency and collective responsibility in the preservation of animals. In contrast, the Belantara Foundation has a marginally smaller proportion of uploaded content (23.3%) pertaining to community activities; but, their approach appears to be more educational and inclusive in nature. By utilising instructional discussions and videos, their aim is to extend their reach to a broader demographic, particularly the younger cohort, employing a more engaging and modern approach.

It is noteworthy that within the Call for Community Participation category, the method employed by the Belantara Foundation appears to be more assertive, as indicated by 76.7% of their uploads actively soliciting engagement from the community. The organisation use a range of communication tools, such as infographics, webinars, and other innovative formats, to foster and encourage collaborative efforts within the community. This suggests that the primary emphasis of their communication approach lies in education and community

collaboration. On the other hand, the South Sumatra BKSDA places emphasis on formal activities and engages in direct engagement with educational institutions, particularly high schools, as evidenced by 24.2% of its uploads. This implies the adoption of a methodical and organised strategy for enhancing awareness.

DISCUSSION

This study examines three dimensions that shape the content of wildlife conservation messages on Instagram: field situation, conservation knowledge, and community activities related to wildlife survival (Wu et al., 2018). The study focuses on analyzing how two Instagram accounts—South Sumatra BKSDA and the Belantara Foundation—frame and present conservation information. A total of 134 posts were analyzed, consisting of 91 uploads from South Sumatra BKSDA and 43 from the Belantara Foundation.

Social media functions as a communication platform through which government and non-government organizations can share conservation-related information, foster dialogue, and build visibility for their initiatives (Case, 2011; Sisson, 2017). The advancement of social media platforms has emerged as a mechanism for acquiring, exchanging, and proliferating information, encompassing wildlife-related content (Bollinger et al., 2023; Nguyen-Thu, 2018). The rapid development of social media, particularly Instagram, has provided conservation actors with tools to publish visual content related to wildlife, especially given the limited opportunities for the public to encounter endangered species

in their natural environments (Layuno Rosas & Magaz-Molina, 2023; Wu et al., 2018).

In the field situation dimension, a total of 84 uploads addressed the state of wildlife and conservation activities in the field. The South Sumatra BKSDA account frequently shared posts showing direct actions and the condition of species, while the Belantara Foundation included educational materials highlighting the role of experts and collaboration. These posts illustrate how institutions visually communicate the context in which conservation efforts occur and the role of human-wildlife interaction. In order to enhance public awareness regarding wild animals, it is important for an institution to possess information that may effectively disseminate throughout the population (Cruz Crespo & Cruz, 2023; Takashina et al., 2023).

In the realm of conservation knowledge, the collected findings yield indicators of conservation status that predominantly account for a total of 77. Both organizations use visual formats such as infographics, comics, and photographs to frame species protection messages. This content aligns with the goal of providing factual information, particularly on the classification and vulnerability of certain animals, without claiming behavioral change among audiences. The public's limited understanding of conservation status contributes to the perpetration of crimes against wildlife (Nguyen-Thu, 2018; Nunes et al., 2023).

The community activity dimension included 55 posts that addressed either the impact of human activities on wildlife or encouraged community involvement. These messages often included calls for responsible

behavior, conflict resolution, and awareness events. The Belantara Foundation especially emphasized participatory narratives using interactive content. This analysis does not measure how audiences respond to these posts but focuses on how the themes are presented and constructed through social media. In the context of community activities that influence the survival of wild animals and advocate for community involvement in wildlife conservation, it is emphasised that institutions must engage in outreach efforts to address conflicts arising between wild animals and the community (Linggi & Burhanuddin, 2019; Nurhayati et al., 2022; Rudwiarti et al., 2019). This action should be undertaken in order to mitigate the potential for casualties on both sides.

Previous studies have shown that content intensity and frequency can affect the visibility of conservation messages. However, this study does not assess the direct impact of posts on public knowledge or behavior. Instead, it focuses on the framing strategies used by the two organizations in communicating conservation themes through Instagram. Inaccurate information dissemination can result in misconceptions regarding the decisions and activities undertaken by government authorities, hence diminishing public awareness pertaining to the conservation of protected wildlife.

The findings show that both government and NGO actors use Instagram as a platform to distribute varied conservation content. Rather than evaluating the effectiveness of these efforts, this research highlights the types of messages and visual strategies used to promote coexistence between humans and

wildlife. The data shared by governmental and private entities through the social media platform Instagram is categorised as positive. The two Instagram accounts have uploaded diverse content aimed at raising awareness about the significance of coexisting together with wildlife in order to promote a life of wealth.

Despite offering valuable insights into how conservation messages are framed on Instagram, this study is not without limitations. First, the analysis is limited to content produced by two specific Instagram accounts within a single year (2022), which may not represent the broader landscape of conservation communication in Indonesia. Second, the study did not measure audience engagement or behavioral impact, making it difficult to assess the actual influence of the posts on public awareness or action. Lastly, platform-specific dynamics—such as Instagram’s algorithm or audience demographics—were not considered, which may affect content visibility and reach. These limitations suggest the need for future research that includes cross-platform comparisons, longitudinal data, or public perception studies to gain a more comprehensive understanding of digital conservation efforts.

CONCLUSION

In the current digital landscape, social media serves as a strategic platform through which both the South Sumatra BKSDA and the Belantara Foundation communicate wildlife conservation messages. Rather than assessing the impact on public awareness, this study focuses on the different content

strategies used by each organization. The South Sumatra BKSDA tends to emphasize direct conservation actions by sharing narratives that highlight urgency and the ethical responsibility to protect species. In contrast, the Belantara Foundation employs an educational and collaborative communication approach, often using creative formats to engage the public. Although differing in style and emphasis, both organizations demonstrate how government and non-government actors can utilize social media to frame conservation discourse and deliver informational content to a broader audience. From a practical standpoint, this study offers insights for conservation agencies and NGOs on how to strategically use social media platforms like Instagram to communicate conservation messages. The findings highlight the importance of tailoring content types—whether through direct field updates or educational infographics—to suit organizational goals and audience needs. Conservation practitioners can benefit from balancing content between charismatic and lesser-known species, incorporating storytelling and emotional appeal, and using visual formats that are accessible and engaging to the public. Moreover, the timing and framing of messages—such as using positive emotions or highlighting real-world human-wildlife interactions—can significantly enhance message resonance and online visibility.

Given the increasing reliance on social media in public communication, organizations must also be mindful of misinformation risks and ethical concerns, particularly when showcasing vulnerable species or promoting

wildlife interactions. Thus, implementing content review protocols and audience feedback mechanisms may help strengthen the credibility and effectiveness of conservation messaging. Future campaigns should also consider investing in social media analytics to monitor engagement patterns and adapt their strategies accordingly.

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