THESIS

NEW MODEL OF ENVIRONMENTAL ADVOCACY STRATEGY: GRETA THUNBERG'S SPEECHES IN 2018-2022



Written by: Novrel Esa Yubel 20221060001

Supervisor: Dr. Nur Azizah, S.IP., M.Si.

INTERNATIONAL RELATIONS MASTER PROGRAM POSTGRADUATE PROGRAM UNIVERSITAS MUHAMMADIYAH YOGYAKARTA 2024

TITLE PAGE

NEW MODEL OF ENVIRONMENTAL ADVOCACY STRATEGY: GRETA THUNBERG'S SPEECHES IN 2018-2022

MODEL BARU STRATEGI ADVOKASI LINGKUNGAN: PIDATO GRETA THUNBERG TAHUN 2018-2022

Proposed for Requirements Eligibility to Obtain the Master Degree in International Relations Master Program of Universitas Muhammadiyah Yogyakarta



THESIS

Supervisor:

Dr. Nur Azizah, S.IP., M.Si.

0512126201

INTERNATIONAL RELATIONS MASTER PROGRAM POSTGRADUATE PROGRAM

UNIVERSITAS MUHAMMADIYAH YOGYAKARTA

2024

I hereby declare that my thesis is original and has not been proposed to obtain a master degree at the Universitas Muhammadiyah Yogyakarta and/or other universities.

The content of this thesis is the result of my thoughts. Meanwhile, I have included all the sources I use in this thesis following the applicable provisions at the Universitas Muhammadiyah Yogyakarta.

I made this statement with full awareness and accountability. If there is a discrepancy in this statement in the future, then I am willing to accept academic sanctions in accordance with the rules that apply at Universitas Muhammadiyah Yogyakarta

Yogyakarta, July 13th, 2024

Author, METERAT THAPEL BALX165045730 Novrel Esa Yubel 20221060001

DEDICATION PAGE

I would like to dedicate this thesis to Almighty God who blessed me as long as I write this thesis, for my parents who never stop loving me, and all party who has supported me

PREFACE

The author expresses profound grateful to the Almighty God for bestowing blessings that enabled the successful completion of this thesis. The title of this thesis is "New Model of Environmental Advocacy Strategy: Greta Thunberg's Speeches in 2018-2022". This thesis is written not only as a requirement for obtaining a Master's degree in International Relations from the International Relation Master Program of Universitas Muhammadiyah Yogyakarta, but also to make scientific contributions to the field of International Relations.

The author acknowledges that the successful finishing of this thesis is influenced upon receiving assistance, advice, and support from multiple parties. Hence, the author wants to express gratitude to all individuals who have made significant contributions to the achievement of the thesis, specifically:

- Dr. Ir Gunawan Budiyanto, MP as Rector of Muhammadiyah University of Yogyakarta who has provided all of facility in the campus to work on this thesis.
- Ir. Sri Atmaja P. Rosyidi, M.Sc.Eng., Ph.D., P.Eng. IPU., ASEAN.Eng as Postgraduate Director of Universitas Muhammadiyah Yogyakarta who has provided all of facility in the faculty to work on this thesis..
- Dr. Zuly Qodir, M. Ag as Deputy Director of Academic, Students, and AIK who has provided all of insightful program regarding scientific writing.
- 4. Dr. Ahmad Sahide, S.IP., M.A as the Head of International Relations Master Program of Universitas Muhammadiyah

Yogyakarta who has supported all student to be able to finish the study on time and clear.

- Ali Maksum, Ph.D as the Secretary of International Relations Master Program of Universitas Muhammadiyah Yogyakarta who has supported all student to finish the publication and thesis very well.
- 6. Dr. Nur Azizah, S.IP., M.Si. as the Supervisor who has assisted and guided author with all of her ability and passion, so this thesis can be finished.
- 7. Markus Dalon and Lydwina Ertin, the author's parents who have supported with all of their sincere love that gave the spirit for author to always believe that this thesis will be finished.
- 8. Theovano Advent Chriesto and Priscila Keyra Jessica, the author's young brother and sister who have become the main reason why author need to finish this master degree very soon.
- 9. The five most "important character": Endah Trisnani, Nabila Humairo Henarni, Sakinah Sofia Rosana, Addarsyah Dhia Putra, and Yudalon Bilbo Luansa. Thank you for being "the unforgettable character" in this very "cinematic" story of author's master degree (#KarakterSepertiDiFilmFilm).
- All "bromance" from batch 2022: Amril, Raihan, Baduy, Sean, Audi, and Deva. Thank you for making this master degree becomes unforgettable.
- 11. All "srikandi" from batch 2022: Hadida, Zarina, Rista, Pebria, Maristella, Ninda, Alma, and Alghina. Thank you for making this master degree becomes unforgettable as well.

- 12. Amazing staff of the master program: Bu Nur Laila (Inung), Annisa Zurkni, and Ferdian Arkasatya. Thank you for always assisting the student very well in administration stuff.
- 13. Lastria Masinita Kusindrajit, author's beloved one who has supported mentally and morally.
- 14. Two kindest librarian: pak Eko and mas Naufal, who always gave a good service whenever the author used the library (author's "second" home).
- 15. All friend in International Relations Master Program from all batch.
- All party who has supported author through good and bad time. God bless.

Yogyakarta, July 13th, 2024 Author,

<u>Novrel Esa Yubel</u> 20221060001

TABLE OF CONTENTS

TITLE PAG	E ii
ENDORSEM	1ENT PAGEiii
STATEMEN	IT OF ORIGINALITY PAGE iv
DEDICATIO	DN PAGE v
PREFACE	vi
TABLE OF	CONTENTS ix
LIST OF FIC	GURExii
LIST OF TA	BLExiii
ABSTRAK	xiv
ABSTRACT	
CHAPTER I	
INTRODUC	TION 1
1.1. Res	earch Background1
1.2. Res	earch Questions
1.3. Arg	ument or Hypothesis6
1.4. Res	earch Objectives
1.5.1. Field	Critical Discourse Analysis (CDA) in Multidiscipline 7
1.5.2. Issues	Greta Thunberg's Speeches in Advocating Environmental 10

1.5 Cor	.3. Environmental Advocacy in Media and Communication ntext 13	
1.6.	Theoretical Framework	15
1.7.	Research Methods	17
СНАРТ	TER II	22
ENVIR	ONMENTAL ADVOCACY AND YOUTH PARTICIPATIO	N
•••••		22
2.1.	Industrial Development: Catalyst of Environmental Advocac 22	ÿ
2.2.	Youth Participation and the Emergence of Greta Thunberg.	29
2.3.	Environmental Advocacy in Indonesian Context	32
СНАРТ	TER III	36
NEW E	ENVIRONMENTAL ADVOCACY BY GRETA THUNBER	G,
SPEEC	HES	36
3.1.	The Substance of Greta Thunberg' Speeches	36
3.2.	Greta Thunberg's Speeches in Advocacy Strategy Perspectiv 39	'e
3.2	.1 Donald Trump's Response	44
3.2	.2 Vladimir Putin's Response	45
3.2	.3 Scott Morrisson's Response	46
3.3.	New Model of Environmental Advocacy Strategy	47
3.4.	Potential Implementation in Indonesia: Possible or not?	51
СНАРТ	TER IV	54
CONCI	LUSION	54
BIBLIC	OGRAPHY	56
STUDE	ENT PUBLICATION RECORD	71

A.	Journal Article Publication as a Student in International	
Rela	ations Master Program	71
B.	Presenter in Scientific Conference as International Relations	
Mas	ster Program	72
C.	Book as International Relations Master Program	72

LIST OF FIGURES

Figure 1: Degradation Percentage in the Value of Forest in 20202
Figure 2: Flow Chart of Analysis Process 19
Figure 3: Annual Carbon Dioxide Emissions from Coal
Figure 4: Ten biggest coal-producing countries in 2024 (in million
tonnes)
Figure 5: Ten world's largest oil producers by 2023 (in million barrels
per day)
Figure 6: Ten biggest natural gas producers in 2024 (in billion Cubic
Meter/Cu.M)
Figure 7: The largest CO_2 contributor industry in 1750-2022
Figure 8: Greta Thunberg's First Action in 2018
Figure 9: Carbon dioxide emissions from Indonesian Coal Mining
(1750-2022)
Figure 10: Word Tree data on "emissions"
Figure 11: Word Tree data on "children"
Figure 12: Word Tree data on "blah"
Figure 13: Word Tree data on "action"
Figure 14: Crosstab Analysis Data (processed with NVivo 12)
Figure 15: Chart Data of Accountability Politis in All Speeches 40
Figure 16: Tweet Battle between Donald Trump and Greta Thunberg 44
Figure 17: Tweet Battle between Donald Trump and Greta Thunberg
(2)
Figure 18: Greta Quoting Putin's Statement on her Twitter Biography46
Figure 19: Jack Berne, Scott Morrison and Minister of Water
Resources in Dalby, Queensland 47
Figure 20: New Model of Environmental Advocacy Strategy 51

LIST OF TABLES

Table 1: Summary of Previous Table	8
Table 2: Summary of Previous Research in Greta Context 1	1
Table 3: Detail Information of Speeches Video	21
Table 4: A quote from Greta Thunberg's criticism in her speeches 4	3