# Language and communication strategies for climate change engagement among Indonesian millennials and gen z

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**A R T I C L E   I N F O**

**A B S T R A C T**

This study examines how language and communication strategies can influence the perception and response of Gen-Millennials and Gen-Z towards climate change issues in Indonesia. Using a quantitative survey method, data were collected from 127 respondents consisting of 77 Gen-Z and 50 Gen-Millennials, and presented concisely and structured through frequency tables and illustrative diagrams. The data analysis process was carried out through several stages, namely descriptive analysis, inferential analysis, and then interpreting the findings. The findings show that the intensity of social media use from Gen-Millennials is more often aimed at seeking information than Gen-Z which is only for entertainment, the result is that Gen-M interacts more often with climate change issues than Gen-Z, although both still consider it important. Furthermore, persuasive technical terms have the potential to increase the motivation of both generations to be directly involved in climate change action. This study highlights the need for targeted communication strategies to increase public awareness and engagement on climate change issues. These findings enrich approaches to language teaching and intercultural training, particularly in the context of environmental education, broaden understanding of intergenerational communication styles in environmental advocacy, and provide practical insights for developing impactful campaigns tailored to generational preferences, thereby contributing to the success of climate advocacy efforts in Indonesia.

## I. INTRODUCTION

Climate change has become a global issue that is considered one of the biggest threats to human life (Pohan & Sinaga, 2023). In general, climate change is a change in natural phenomena that occurs over a long period of time, so that according to (Aldrian et al, 2007) it results in changes and adaptations in the behavior and activities of organisms on earth (Azzahra & Patrianti, 2024). One thing is certain, climate change tends to have a negative impact on several aspects of life (Maa et al., 2025). This climate change can affect human survival, such as health problems, extreme weather changes, and can impact the agricultural sector and economic growth (Ainurrohmah & Sudarti, 2022)

The issue of climate change has attracted much attention from local to global levels (Firdaus & Wandira, 2022). In such an important context, Indonesia must understand and take great responsibility to take proactive steps in addressing this issue (Rahman, 2024). Because, Indonesia is also one of the countries vulnerable to the risks of climate change, so efforts are needed to reduce the impact of climate change (Andreinadya et al., 2023). Mitigation and adaptation efforts require public awareness and active participation, but unfortunately, many Indonesians still don't realize the importance of addressing climate change. One reason is the lack of effective language and communication skills to convey information related to climate change issues.

Currently, the role of social media in disseminating information related to climate change is increasingly prominent. The existence of social media reflects the rapid development of internet technology that has changed the way people interact and access information. (Sikumbang et al., 2024). With its wide reach, social media allows the dissemination of information related to these issues quickly and efficiently (Masythoh et al., 2024). However, in various electronic and print media, the delivery of information related to these issues often uses technical language that is difficult for ordinary people to understand. Terms such as 'greenhouse gases', 'global warming', are so far removed from everyday life that people feel disconnected from issues that directly affect them.

According to Richards & Rodgers, in the context of climate change communication, language is not merely a tool for conveying information textually, but rather a system that expresses meaning and enables dynamic social interactions (Sabrina, 2020). Jabber & Mahmood, in their research, also stated that, through language, the mind processes abstract concepts and undergoes cognitive processes to form broader understandings (Lastu et al., 2024). Building on this framework, research can enrich the perspective of applied linguistics in understanding how language choices and communication modalities can shape public awareness and responses to climate issues.

Considering that the dissemination of information related to climate change still uses a lot of technical language that is difficult for the general public to understand, this research is unique in that it focuses on examining strategies for using language that have been adapted to be more accessible and effective in a digital context, especially among Millennials and

Zillenials, by connecting linguistic aspects, climate change issues, and the dynamics of social media use which is the main channel for digital communication.

The urgency of this research can be seen from the gap that must be completed where so far research on the influence of language, literature and communication on the issue of climate change in Indonesia has not been carried out by many previous studies. This is explained in the following figure.
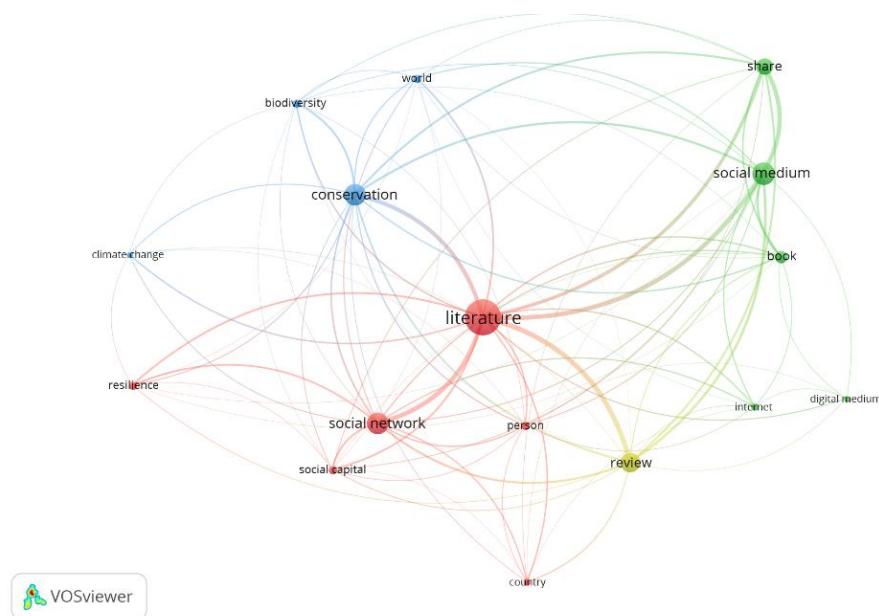


Figure 1. Gap identification with VOSviewer

Based on the figure above, researchers have identified that there is an important gap that needs to be filled, namely the lack of connection between digital media and the internet with efforts to influence language, literature and communication on climate change issues. The results of the analysis using VOSviewer show that topics such as digital media and the internet have no connection with the concept of language, literature and communication influence on climate change issues in Indonesia in the 1000 literatures that have been examined. This gap indicates the need for further research to explore and strengthen the relationship between the use of digital technology and the influence of language, literature and communication on climate change issues in Indonesia, so that strategies for influencing language, literature and communication on climate change issues in Indonesia can be more effective in the digital era in the millennial generation and generation Z.

As in previous research conducted by (Roxanne et al., 2023) contained in a study entitled "The Effect of Communication Technology on Millennial Generation Environmental Awareness Study on Coldplay Carrier Ships" has similarities in fostering awareness of the environment. However, that study focused on a single generation: Millennials. This study focused solely on the garbage carrier ships provided by Coldplay as a catalyst for concrete action on climate change.

Therefore, this study was conducted as an extension of previous research, specifically discussing the use of language and communication in climate information in digital media, particularly among Generation Z and Millennials. Through this approach, existing theory not only serves as a conceptual reference but is also directly integrated with the research objective, namely analyzing the effectiveness of language in building more inclusive and accessible climate communication for the public. This research supports the achievement of the Sustainable Development Goals (SDGs), namely Climate Action. Furthermore, this research has the potential to generate innovations in more effective environmental communication strategies, tailored to the characteristics of each generation, thereby maximizing the impact of future climate campaigns.

## II. METHOD

This study uses a quantitative research methodology with survey techniques as a complement. This survey technique was used to examine the influence of linguistic construction on increasing sensitivity to climate conditions in today's digital era through social media. The survey design was chosen based on its ability to collect extensive and representative data on social media use patterns, millennial and Gen Z perceptions of climate change, and the linguistic and infographic modalities used in discourse around related topics.

The survey was distributed online using the Jotform platform, which was selected for its accessibility across devices and its ability to automatically organize responses to reduce potential input bias. The questionnaire contained multiple-choice questions covering three dimensions: (1) social media usage patterns (duration, platform preferences, and purposes), (2) perceptions of climate change (awareness levels, frequency of exposure to climate-related content), and (3) responses to communication strategies (understanding of technical jargon, perceived effectiveness of infographics, and diction preferences). The operationalization of variables was carried out by categorizing responses, for example: social media use (<2 hours, 2–4 hours, >4 hours per day), comprehension of technical terms ("very easy," "quite easy," "difficult"), and infographic effectiveness (preferred vs. non-preferred versions).

The use of infographics in the questionnaire has gone through a careful and detailed selection process. Selection is carried out by selecting infographics with visuals and supporting sentences that express the invitation; information; prohibition and so on related to the current climate change issue accompanied by consideration of the popularity of diction contained in it. The technical terms used in the questions are contextually tailored and made to be easier for respondents to understand without assistance. Meanwhile, related technical terms used in the content or comparative statements related to the issue of climate change, are left without supporting explanations of meaning in order to find out the comparison of responses with statements without technical terms.

Furthermore, the questionnaire used in this study underwent content validation through consultation with linguists and communication experts to ensure clarity, linguistic accuracy, and relevance of the questions. This process strengthens the reliability of the instrument and enhances the replicability of the research. Thus, the results of this survey can provide a clear

picture of how linguistic constructions affect the dissemination and interpretation of information about climate change in the contemporary digital age.

**Participants**

The study involved 127 people, with 50 millennials and 77 generation Z people selected through generation-wise random sampling. Inclusion criteria were carefully designed to cover a broad spectrum of age, gender and educational backgrounds, thus ensuring a heterogeneous sample. Analysis of the demographic data showed that the gender distribution in generation Z was skewed towards females, with 23 male participants (30%) and 54 female participants (70%). Whereas in the millennial generation, there is a balance of distribution, with 50 participants each of women and men. The education level of generation Z respondents is mostly at the high school level (68%) and in the millennial generation most are at the undergraduate level (58%).

Before participating, each respondent received a comprehensive briefing on the purpose of the study, the methodology used, and their respective rights and responsibilities. They were required to understand the instructions and agreements included, by proceeding to the completion stage, confirming that they had understood the agreement to participate in this study.

**Data Analysis**

The responses received are automatically classified; categorized; sorted and presented in various report models through the questionnaire web system software. Data checking is carried out periodically to ensure that the reports generated are in line with the responses provided by the participants.

The data analysis process consisted of several stages. The first stage was descriptive analysis. This was applied to obtain an overview of participants' demographic characteristics, social media usage patterns, their views on climate change, as well as an evaluation of linguistic constructions and infographic designs used in contemporary social media content. Data were presented in a concise and structured manner through frequency tables and illustrative diagrams to visualize the distribution of responses from participants.

Next, inferential analysis was used to draw conclusions and make predictions based on the sample data obtained. By using this analysis, researchers can generalize results from smaller samples to larger populations, thus providing greater insight into participants' demographic characteristics, social media usage patterns, millennial and Z generation perceptions of climate change, and the linguistic and infographic modalities used in discourse around related topics without analyzing the entire population.

After obtaining the results from the descriptive and inferential analysis, the next step is to interpret the findings. This involves understanding the in-depth meaning of the analysis results in the context of the research, as well as how the results can answer the hypotheses formulated earlier.

**Characteristics of Generation Z**

The following section presents a demographic overview of Generation Z respondents who participated in this study. The data highlights key attributes such as age distribution, gender composition, and educational background. Generation Z, defined here as individuals aged 12–27 years, represents a significant portion of the digital-native population, often characterized by their high level of connectivity and engagement with technology.

From a gender perspective, the majority of respondents in this category are female, comprising 70% of the total participants, while males represent the remaining 30%. In terms of educational background, the data indicates that most Generation Z respondents have completed high school (68%), followed by those holding a bachelor's degree (19%) and diploma qualifications (4%). A smaller percentage of respondents fall into other categories, including elementary education (1%) and miscellaneous classifications (8%).

Table 1. Characteristics of Gen-Z

| Gender | Quantity | Percentage |
|---|---|---|
| Male | 23 | 30% |
| Female | 54 | 70% |
| **Latest education** | **Quantity** | **Percentage** |
| Elementary School | 1 | 1% |
| Junior High School | - | - |
| Senior High School | 52 | 68% |
| Bachelor | 15 | 19% |
| Diploma | 3 | 4% |
| Postgraduate | - | - |
| Others | 6 | 8% |

**Characteristics of the Millennial Generation**

This section provides an overview of the demographic characteristics of Millennial respondents aged 27–43 years, offering insights into their educational background and gender distribution. Millennials, often described as a transitional generation between traditional and digital lifestyles, are critical stakeholders in understanding the dynamics of climate change communication.

The gender composition of Millennial respondents is evenly distributed, with males and females each comprising 50% of the sample. Regarding educational background, the majority hold a bachelor's degree (58%), followed by senior high school graduates (16%) and diploma holders (10%). A smaller proportion have attained postgraduate education (8%), while others fall into junior high school (6%) and miscellaneous categories (2%).

Table 2. Charactersistics of Gen-Millenial

| Gender | Quantity | Percentage |
|---|---|---|
| Male | 25 | 50% |
| Female | 25 | 50% |
| **Latest Education** | **Quantity** | **Percentage** |
| Elementary School | - | - |
| Junior High School | 3 | 6% |
| Senior High School | 8 | 16% |
| Bachelor | 29 | 58% |
| Diploma | 5 | 10% |
| Postgraduate | 4 | 8% |
| Others | 1 | 2% |

## III. RESULTS AND DISCUSSION

### Demographic Intensity of Social Media Use

The characteristics of the respondents, based on the duration of their daily social media use, provide an overview of the intensity of their interaction with digital platforms. Based on the results of the research through filling out questionnaires by several respondents, there are differences in interaction patterns between the two generations. The majority of Gen-Z spend more than 4 hours per day on social media, with a percentage reaching 62% of the 77 respondents.

Meanwhile, Gen-Millennials show a slightly different pattern, where most Gen-Millennial respondents, 42% of 50 respondents, admitted to using social media for 2-4 hours per day. But on the other hand, Gen-Millennial also has a significant group similar to Gen-Z, where 40% of 50 respondents use social media for more than 4 hours per day. This shows that the duration of social media use in Gen-Z tends to be more intense than Gen-Millennial. The difference reflects that Gen-Z is more often connected to the digital world for various activities, while Gen-Millennials tend to be more balanced with varying durations according to their needs.
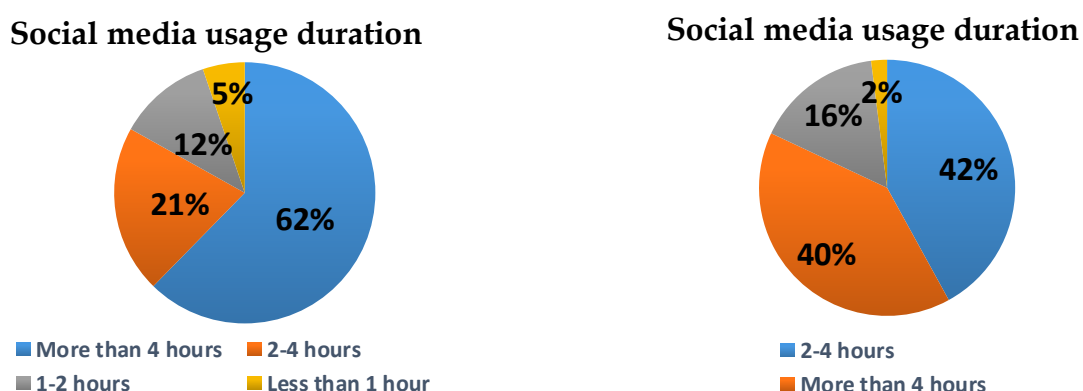


Figure 2. Percentage of Gen-Z

Differences in the duration of social media use also have a correlation with the social media platform preferences that are dominantly used by each generation. These preferences not only show usage habits, but also show how each generation interacts with content on digital media. Active users of social media today tend to be dominated by Gen-Z or referred to as the internet generation, because this generation grew up in an era of rapidly developing digital technology (Nurlina et al., 2022), allowing them to easily access all information and interact instantly. With the help of technological developments, they can do many activities at one time (Sekar Arum et al., 2023).

Generation Z prefers platforms that are visual and interactive. One of them is Instagram. Atmoko explains that Instagram is one of the social media that shares interesting information, in the form of images, photos, videos, and captions (Sutrisno & Mayangsari, 2022). Instagram was chosen by 53% of 77 Gen-Z respondents as the most frequently used social media platform.

Similarly, respondents from Gen-Millennials, the data shows that 54% of 50 respondents also made Instagram their top choice of social media platform that they access most frequently. This choice illustrates their interest in social media that offers visual and interactive aspects, thus supporting interaction and fulfilling their needs in communication.

The needs of each generation in using social media are very diverse, reflecting the different goals in accessing social media between Gen-Z and Gen-Millennial. Gen-Z is more likely to use social media for entertainment purposes. This can be seen from the majority of their choices, where around 40% of the 77 respondents admitted to using social media with the main purpose of entertainment. Meanwhile, the majority of Gen-Millennials, around 52% of 50 respondents, admitted to using social media with the aim of finding information.

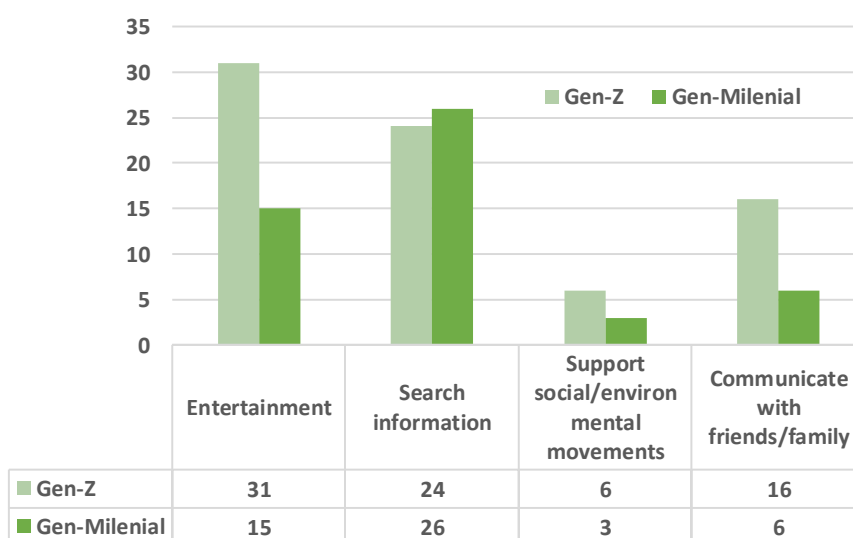| | Entertainment | Search information | Support social/environmental movements | Communicate with friends/family |
|---|---|---|---|---|
| Gen-Z | 31 | 24 | 6 | 16 |
| Gen-Milenial | 15 | 26 | 3 | 6 |

Figure 4. Purpose of Social Media Use

This gap is influenced by several factors, including that Gen Millennials have generally entered early or middle adulthood, are building their careers and expanding their horizons, so their orientation tends toward educational content relevant to personal development, problem-solving, or current issues such as climate change. On the other hand, Gen Z, the majority of whom are still students or college students and are in their early teens and early adulthood, prioritize social activities, popular trends, and entertainment as part of their identity formation process.

Furthermore, higher digital literacy among Millennials, who generally interact with digital technology for longer periods, encourages them to seek out informative content tailored to their productive activities. Meanwhile, for Gen Z, born and raised in a digital environment, social media has become more synonymous with entertainment and self-expression.

**Gen-Millennial and Gen-Z Perceptions of Climate Change**

The majority of Gen-Z respondents who use social media for entertainment purposes are more likely to have a low frequency of viewing content related to climate change issues. 44% of 77 Gen-Z respondents admitted that they rarely view content about climate change. In fact, the research data from Gen-Millennials also shows the same thing, although the majority of them use social media to find information, they also show a low frequency of viewing content related to climate change. Where 34% of the 50 Gen-Millennial respondents also claimed to rarely see the content. On the other hand, there is also a significant group who claim to see the issue every day.

Although they claim to rarely see content or information about climate change, it does not mean they never see it at all, they have occasionally been exposed to it. Around 78% of 77 Gen-Z respondents and 82% of 50 Gen-Millennial respondents claimed that social media was the main source of information. However, the results still show that the issue of climate change has not been the main focus of both generations. This is a challenge for content creators or environmental activists to convey information related to climate change issues more effectively and efficiently. Thus, it is expected to increase public awareness of the importance of climate change issues.

As many as 36% of 77 Gen-Z respondents consider climate change issues to be quite important. Although awareness of climate change exists, the level of urgency among Gen-Z respondents still varies, with most considering it important but not yet a top priority. Meanwhile, 41% of the 50 Gen-Millennial respondents consider climate change issues to be very important due to its huge impact on the environment and daily life. This generation sees climate change as a crisis that needs to be taken seriously, given its impact on important aspects such as health, economy and quality of life.
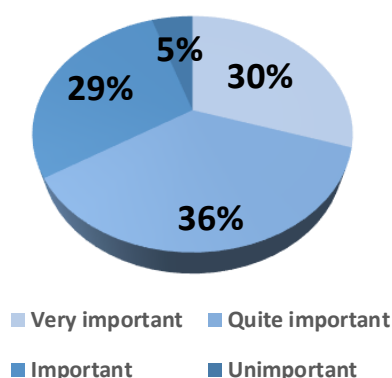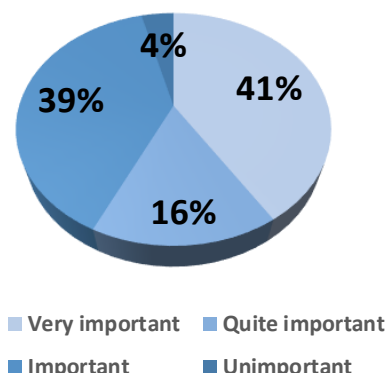
Figure 5. Percentage of Gen-Z



Figure 6. Percentage of Gen-Millennial

## Actions and Responses to Climate Change Content

Two generations' engagement in social media is not only limited to entertainment and information seeking. Active participation in social media, such as following social media accounts that focus on climate change issues, as well as sharing content related to climate change, or just interacting such as likes and comments, is in fact still relatively low. Data obtained shows that out of 77 Gen-Z respondents, only around 10% have shared content on climate change issues on social media. Meanwhile, 51% claimed to have never shared content on the issue.

Meanwhile, Gen-Millennials show a slightly different pattern. Of the 50 respondents, only 12% reported having shared content on climate change issues, 48% reported that they sometimes shared content related to the issue. The remaining 40% claimed to have never shared such content. The difference in the patterns of the two generations shows that Gen-Millennials are slightly more active when compared to Gen-Z in conveying climate change issues on social media, although overall, the level of participation is still low.
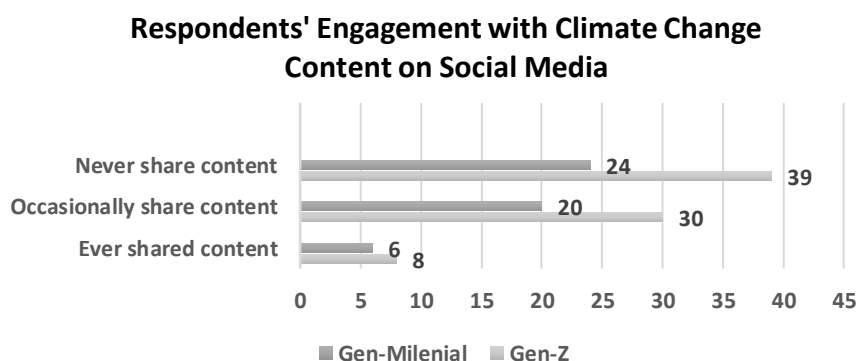


Figure 7. Engagement with Climate Change *Content*

Some respondents who have interacted such as like, comment, and share content about climate change on social media, claim that the content has an impact on changing their behavior. This also proves the theory of media effects, where according to (Valkenburg et al)

mass media has influenced, changed and shaped the attitudes, behaviors and views of individuals and the general public (Solihin et al., 2023).

Some of the activities they do as a result of being motivated by the content on social media include simple but meaningful actions, such as reducing the use of plastic waste, saving energy, and joining the environmental movement. In the opinion of thoriq et, all, by taking simple actions such as choosing environmentally friendly products, they have tried to raise awareness of the global environmental crisis (Munir et al., 2024).

**Language Use with Technical Terms in Climate Change Content**

There were several respondents from the Millennial Generation and Generation Z claimed to be less informed and some even did not understand information about climate change issue. One of the factors for the low frequency of Gen-Millennial and Gen-Z exposure to climate change issues is the ineffective delivery of information presented on social media platforms. Sometimes, they find the information presented using terms that are too technical and too formal, making it a little difficult for them to understand.

From Gen-Z's perspective, based on the research results, only 1% of them claimed to find it very easy to understand language that uses technical terms. The majority of respondents, which reached 75%, claimed to be fairly easy to understand, while 17% claimed to be easy to understand, and 6% claimed to be difficult to understand.

Not much different from Gen-Z, where only 2% of Gen-Millennials claim to find it very easy to understand language with technical terms. The majority of Gen-Millennials who reached 48% claimed to be quite easy to understand. The remaining 34% found it easy to understand, and 10% found it difficult to understand. Difficulty in understanding language with technical terms is experienced by respondents from laypersons who are rarely exposed to and not used to interacting with technical terms on social media or in real life.

In contrast, respondents who found it easy to understand language with technical terms were mostly respondents from academia such as students, scholars and educators. They tend to be more familiar with the use of these terms, because they are used to processing technical language both in academic life and their profession. One example of diction that was recognized as difficult to understand by the majority of respondents was "carbon footprint", "earth sustainability", and "global emissions mitigation". For respondents who rarely discuss these topics, or do not have an academic background in the field, they will find it difficult to understand.

Meanwhile, for respondents who come from academia or those who often interact with topics on climate change, these terms have become familiar vocabulary that they use daily. This illustrates that there is still a gap in understanding that needs to be bridged, so that the delivery of information on climate change can be more effective, one of which is by developing effective communication strategies that are easily accessible to all groups of people, including those who do not have in-depth knowledge of issues like this.
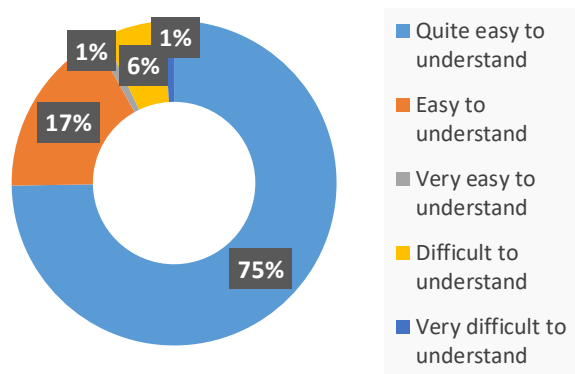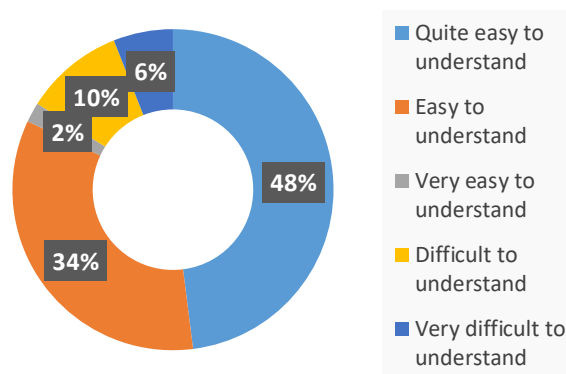
Figure 8. Percentage of Gen-Z



Figure 9. Percentage of Gen-Milenial

## Communication Strategy in Climate Change Issue

*Campaign*

Climate change is an issue that requires serious attention. However, the fact is that there are still some people who consider these issues not a top priority, because they are too far away from their daily lives. There is even a gap in understanding of these issues in the community. This is due to the lack of effective communication style in implementing the environmental campaign. Therefore, the role of an effective communication strategy is needed. According to Hugo Aris Suprapto, effective communication is communication that contains messages that are easy to understand, so that it can encourage interlocutors to provide feedback and can change the attitudes of the parties involved (Rombean et al., 2021).

One way to do this is by conducting campaigns that are engaging and inspiring. Posters, for example, are one of the media that have a great influence on the success of the campaign, so that they will be more interested if they have seen the visuals of the poster. Studies also show that, in campaigns, certain language can persuade the target audience to take action (Triana, 2022). This campaign can be created by conveying the urgency of climate change issues. The urgency can be conveyed using strong diction. For example, such as the phrases "Climate Crisis Begins to Haunt" or "Earth is in Danger". These phrases can create a deep sense of urgency. By using diction choices that show urgency, it can in fact increase people's sense of concern. Research data shows that posters with diction that depicts a sense of urgency were chosen by 57% more Gen-Z respondents than posters that did not contain such diction.

If observed more deeply, phrases describing urgency such as "Climate Crisis Starts to Haunt" or "Earth is in Danger" lead to negative connotations. Negative connotations are figures of speech that tend to lead to negative things (Dia & Rosydah, 2021), such as the words "haunt" and "danger". This can leave people without choice and responsibility, forcing them into the role of victim (Nasrullah, 2024). Therefore, it is also important to consider how to convey messages in a way that is motivating, but without creating a sense of hopelessness. While phrases such as these examples can in fact attract attention and raise awareness, phrases with negative connotations can also cause fear in some communities. Alternatively, the campaign

could choose phrases with positive connotations, such as "Let's Prevent the Climate Crisis Before It's Too Late!". This phrase not only provides information, but also encourages people to take action.

There are also many people who prefer posters with phrases that lead to positive connotations. This can be seen from the data obtained, up to 56% of respondents from Gen-Millennials chose posters with a choice of phrases that lead to positive connotations, namely as follows, "Gemilang Carbon Footprint, Gemilang Future". This fact demonstrates the importance of careful word choice for effective communication (Jaya et al., 2025). This finding also aligns with framing theory by Entmant (1993), which argues that the way information is "framed" can influence how audiences perceive, interpret, and evaluate that reality (Rahma A, 2024). In the context of Gen-Z and Millennials, negative diction can raise awareness, but without an empowering strategy, it can have the opposite effect: apathy or helplessness. Therefore, communication strategies must balance urgency with messages that offer practical solutions.

In addition, the use of 'inviting' diction is also very important to build a sense of togetherness and shared responsibility. This will further energize them in addressing these issues. Phrases on poster 1 such as "Rise Together, Unite, Keep the Earth Sentosa", give a strong message and emphasis on the importance of collaborative action. Thus, people do not think that the issue is the responsibility of one party or group alone, but rather a shared responsibility. When compared to posters that do not contain 'inviting' diction, such as the phrase in poster 2, "Save the Earth Now!", it is clear that there is a significant difference in building a sense of togetherness. The phrase tends to be instructive and without providing a sense of collective engagement. Evidently, 79% of Gen-Z and 86% of Gen-Millennials stated that poster 1 (containing an 'invitation') was more successful in attracting their attention to engage in environmental action.
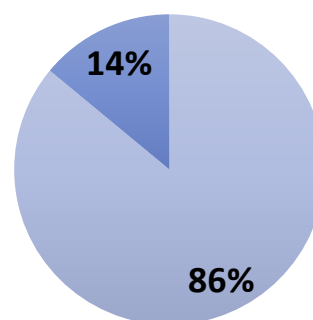
**More attractive images to engage in environmental action (77 Respondens)**

21%

79%
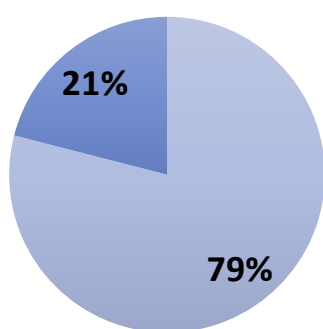
■ Figure 1 ■ Figure 2

Figure 10. Percentage Gen-Z

**More attractive images to engage in environmental action (50 Respondens)**

14%

86%

■ Figure 1 ■ Figure 2

Figure 11. Percentage Gen-Millenial

This also aligns with Collective Efficacy theory (Bandura, 2000), which believes that collective action is far more effective in fostering individual commitment to achieving shared goals. Practically, these findings provide important input for environmental campaign designers to prioritize messages based on invitation and collaboration, rather than simply warning of a crisis.

An attractive poster does not only depend on the content of the message, but is also accompanied by attractive images as well. According to Sri Anitah, a poster is a combination of several aspects of visual elements including lines, text, images, and others that attract the attention of readers and convey a brief message (Saleh, 2022). The composition between illustrations and text must be balanced and designed in detail so that the message can be conveyed well without reducing its visual appeal. The use of color also affects the visualization of an attractive poster. The selection of bright and contrasting colors becomes a unity that will help facilitate the delivery of a message (Astuti et al., 2018). Because, from a linguistic analysis perspective, verbal and visual elements are crucial in a multimodal approach (Riyandi, 2022).

Most respondents from both generations claimed to be more interested in posters that use images, text, and appropriate color selection, when compared to posters that only contain text. Therefore, by playing the three compositions in a balanced way, it can increase the attractiveness of posters on climate change issues. Poster that are intentionally designed with the principle of behaviorism, not only function as a medium of information, but also as a means of inspiring people to respond by taking collaborative actions in protecting nature. This is because in the principle of behaviorism, there is always a link between the stimulus and the response given (Pendit & Publik, 2019).

### *Research Limitations and Suggestions for Future Research*

While this research provides insight into the important influence of language and communication on climate change among Gen-Millennials and Gen-Z, as an article, it still has limitations that need to be considered. For example, the number of respondents is limited and only focused in certain areas, so it does not fully represent both generations nationally. The age range is too wide, which can cause variations in views within each generation, so that the analysis lacks detail. Data was obtained from only one temporal snapshot. This limits the space for tracking temporal changes in respondents' behavior and perceptions of climate change issues.

In addition, social and cultural factors can also influence individual perceptions of climate change issues. Socio-cultural contexts can shape the attitudes of both generations towards climate change. However, in this study, the context was not explored in depth by the researchers.

As an effort to overcome the limitations of this research, it is hoped that future research can expand many respondents in various regions. Perform age grouping for each generation, so that it can be more specific in conducting analysis. Conduct longitudinal research to understand changes, developments, or relationships between public perceptions of climate change issues and their factors over time. So that the most effective communication strategy

can be adjusted. In addition, it can also explore socio-cultural factors that can affect the perception of each individual. Thus, future research is expected to provide greater insight into the topic of the influence of language and climate change.

## IV. CONCLUSION

This study reveals that conducting campaigns that convey the urgency of climate change issues using diction that conveys urgency can further raise awareness of their importance. The use of diction with positive connotations, the use of "inviting" diction, and the use of infographics with a balanced combination of components (images, text, and color) makes the audience more interested and proactive in addressing the challenges posed by climate change.

This demonstrates the importance of formulating communication that is not only informative but also engaging and inspiring. In addition to practical implications for climate change campaigns, these findings can enrich approaches to language teaching and intercultural training, particularly in the context of environmental education.

By using social media strategically, environmental advocates, policymakers, and communication experts can more effectively raise awareness and encourage proactive action in addressing the challenges of climate change in Indonesia. With this integrated and innovative communication approach, it has great potential in strengthening the synergy between education, advocacy, and real action efforts. Additionally, this approach allows for the effective use of messages according to the characteristics of diverse audiences, thereby increasing their relevance and impact.

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