

## Comparative Analysis of Government Communication Strategies in Environmental Law Enforcement: A Case Study of Indonesia (DKI Jakarta) and Singapore

Wulandari Marcelyna Ayuningrum  
Universitas Indonesia  
Wulandari.marcelyna@ui.ac.id

Noprita Herari  
LSPR Institute of Communication & Business  
noprita.h@lspr.edu

### ABSTRACT

This study explores the communication strategies of Indonesia and Singapore in enforcing environmental law, particularly in the context of the Awyu and Moi tribes' refusal to give up their customary forests for palm oil plantations. Using a descriptive-comparative qualitative method, it highlights the differences in the two countries' environmental legal frameworks and communication approaches. With a low Environmental Performance Index (EPI) rating, Indonesia struggles with bureaucratic challenges in implementing its environmental laws, based on the 1945 Constitution and the 2009 Law on Environmental Protection and Management (UUPPLH). In contrast, Singapore ranked fourth globally for environmental quality, uses a common law system and specific legislation, such as the Environmental Protection and Management Act, with specialized regulatory agencies ensuring effective law enforcement and communication. Based on the WHO Strategic Communications Framework, the analysis reveals that Indonesia faces infrastructure and internet access issues and a lack of coordination between community initiatives and the central government. Conversely, Singapore effectively uses technology and media to spread environmental information, supported by well-structured community programs and strong government support. The study emphasizes the crucial role of strategic communication in enforcing environmental law and the need for Indonesia to streamline its law enforcement and improve its communication strategies for better environmental protection.

**Keywords:** *strategic communication, environmental law, government relations, communication framework, Singapore*

### INTRODUCTION

In recent months, the Indonesian media has been filled with reports about the Awyu (Southern Papua) and Moi (Southwest Papua) tribes refusing to relinquish their customary forests for palm oil plantation development (Elisabeth, 2024). The customary forest in Boven Digoel, covering an area of 36,094 hectares or half the size of Jakarta, is

targeted for expansion by Malaysia's PT Indo Asiana Lestari (Novita, 2024). This issue is not the first instance of deforestation in Papua; between 2001 and 2019, the natural forest area in all of Papua has decreased by 663,000 hectares (Koalisi Indonesia Memantau, 2021).

Deforestation, or the conversion of forests from environmental preservation to exploitation for human interests (Silak, 2023) not only results in the loss of trees but also the livelihoods, food sources, medicines, and cultural identities of the Awyu and Moi tribes. For them, the forest is more than just a place to live; it is a perpetual intergenerational account (yla/fra, 2023).

The deforestation case in Boven Digoel is closely related to other environmental issues, such as deforestation that threatens biodiversity and ecosystem sustainability, and its impact on river water quality through erosion, sedimentation, and chemical pollution. Research in 2022 indicated that tropical deforestation significantly contributes to global warming, affecting global climate change and local adaptation by both human and non-human species (Lawrence et al., 2022).

In response to these environmental issues, the Indonesian public has not remained silent. Sparked by the viral content #alleyesonRafah on social media X (Twitter) and Instagram, concerning the genocide in the Rafah refugee camp (Gaza, State of Palestine), similar momentum was used by several non-profit organizations and public figures to voice deforestation issues experienced by the Awyu and Moi tribes through the hashtag #alleyesonPapua (Utama, 2024). The #alleyesonPapua hashtag successfully engaged 2.8 million Instagram users nationwide to voice concerns about the "forest half the size of Jakarta" narrative (Sanita, 2024). This hashtag also prompted national figures to comment on the issue of Papua's customary forests, embodying the sentiment "no viral, no justice" as a symbol of public concern for legal injustice through digital spaces (Oktariani, 2023).

Environmental issues in Indonesia, a tropical country, seem never-ending. Koons (2024) mentions that Indonesia, home to the world's third-largest rainforest, has lost 18% of its trees since 2000. Similarly, in the fisheries sector, since 2017, 53% of Indonesia's fishing industry has been deemed overexploited, with an estimated 30% decline in fish numbers by 2050.

Additionally, a Yale University analysis of global environmental performance in 2022 ranked Indonesia 164th out of 180 countries, with a score of 28.20 points. This indicates that Indonesia ranks very low in environmental preservation, comparable to countries typically facing crises or conflicts prioritizing economic growth over environmental sustainability (Humas FPKS, 2023). This is quite ironic, considering Indonesia, as a tropical country and one of the world's lungs (Patrianti et al., 2020) does not prioritize environmentally friendly development.

Conversely, neighboring Singapore is hailed as one of the countries with the cleanest air quality and excellent environmental health (ira/juh, 2022). This raises the question: what is happening with the legal conditions governing environmental sustainability in Indonesia, and what distinguishes it from the environmental legal

conditions in Singapore? Previous research by Jugo et al., (2013) and S. Kim et al., (2019), indicates that the legal aspect requires an appropriate communication strategy or public relations to function more optimally. Although there has not been much discussion about the legal aspect and strategic communication, it prompts the question: what communication strategies are employed by Indonesia and Singapore to optimize environmental law in their respective countries?

Strategic communication is essential in legal socialization, beginning with raising awareness and knowledge (Williams, 2019), changing public behavior (McKenzie-Mohr, 2000), building support and public participation (Tazin & Yaakop, 2018), combating misinformation, building trust (European Commission, 2018), and supporting environmental policies and regulations (Karunaratne, 2023). Especially in the context of digital media as a part of strategic communication tools, it is not only needed as an information hub but also proven powerful in changing individual intentions and behaviors (Putri & Oktaviani, 2022; Vardya & Nurhajati, 2022). Although this study does not specifically focus on digital media, the analysis will discuss how digital media, as part of strategic communication, can influence the enforcement of environmental laws in a country.

#### LITERATURE REVIEW OR RESEARCH BACKGROUND

This study employs two foundational approaches, namely normative legal analysis and communication strategies, to understand the approaches taken by Indonesia and Singapore. The analysis of government communication strategies on environmental issues is conducted through the lens of the WHO Strategic Communication Framework. This framework combines the perspectives of regulators, international organizations, individuals, communities, and healthcare providers to create effective communication.

##### *Environmental Criminal Law*

Environmental criminal law in Indonesia is a crucial instrument for preserving the environment and addressing various violations that can damage ecosystems. Generally, the legal basis for enforcing environmental law in Indonesia is found in the Preamble to the 1945 Constitution, Fourth Paragraph:

"Therefore, to form a Government of the State of Indonesia that protects the entire Indonesian nation and all of Indonesia's bloodshed, and to promote the general welfare, educate the nation's life, and participate in implementing world order based on freedom, eternal peace, and social justice, Indonesia's national independence is arranged within the structure of the Republic of Indonesia, which is sovereign by the people, based on the belief in one supreme God, just and civilized humanity, the unity of Indonesia, and democracy guided by the inner wisdom of deliberation/representation, and by creating social justice for all people of Indonesia."

More specifically, environmental regulations are outlined in Chapter XIV on National Economy and Social Welfare, particularly Article 33, Paragraph 3 of the 1945 Constitution:

"Oil and natural gas as strategic natural resources contained within the Indonesian mining law territory are national assets controlled by the state."

Additionally, Chapter XA on Human Rights, specifically Article 28H, Paragraph 1 states:

"Everyone has the right to live in physical and mental prosperity, to reside, and to obtain a good and healthy living environment and to receive healthcare services."

The most pertinent law is Law No. 32 of 2009 concerning Environmental Protection and Management (UUPPLH). According to Article 1, Clause 2 of UUPPLH, environmental protection and management involve systematic and integrated efforts to prevent environmental pollution and damage through planning, utilization, control, maintenance, supervision, and law enforcement. The main goal of UUPPLH is the integrated management for the utilization, recovery, and development of the environment. Environmental criminal acts are not only regulated in the Criminal Code (KUHP) but also in various other legislative regulations, provided they do not conflict with higher regulations (Rachmat, 2022).

### WHO Strategic Communication Framework



Figure 1. WHO Strategic Communications Framework (WHO, 2017).

The WHO officially released the WHO Strategic Communications Framework in 2017, which supports proactive communication strategy planning in the health sector. This framework serves as a guide for various aspects of communication, including public relations, health information, advocacy, behavior change, risk communication, and

various communication media such as websites, social media, print, and community interactions.

The WHO Strategic Communications Framework focuses on the goal of communication: to maintain the health of individuals, families, communities, and nations by providing information, advice, and guidance to decision-makers or regulators. This framework positions the WHO as a communicator playing a key role in disseminating information through various media, tailored to audience needs to ensure effective communication in health.

As illustrated in Figure 1, at the individual level, strategic communication is conducted through information access, enabling individuals to maintain and improve their health. Communicators must identify all available media access points and consider the capacity to reach audiences, ensuring they receive the necessary information to make health-related decisions.

At the community level, communicators design communications that can encourage the adoption of healthy behaviors and the implementation of health regulations. Understanding the current levels of knowledge, attitudes, and behaviors of the target audience can enhance the potential success of the communication materials and messages delivered.

At the third level, which involves healthcare providers, the WHO as a communicator must use various opportunities to strengthen trust in the information shared. Key components at this stage include ensuring the technical accuracy of information, transparency, coordination with key partners, and presenting a unified 'WHO' voice.

Internally, WHO staff must understand and listen to audience needs to create messages that motivate audiences towards better health. The international organization WHO must provide timely information, advice, and guidance so that audiences can make informed health decisions.

The final principle of the WHO Strategic Communications Framework is understandability, where the WHO communicates with decision-makers who have relevant backgrounds. Even if not technical, the WHO positions itself as a provider of relevant information, reflecting the actual situation so that decision-makers understand health risks and take appropriate action.

Although the WHO Strategic Communications Framework is used in the health sector, the author believes that this cross-audience and cross-media communication strategy framework can also be applied to analyze how the government communicate about environmental issues. In this study, the author uses this framework to analyze environmental communication strategies in Indonesia and Singapore.

## METHODOLOGY

This study employs a descriptive-comparative research method, which involves comparing elements to answer the research questions posed (Zaenuri & Dhorifuddin,

2022). As part of a qualitative study using a case study approach, this research explores social realities to enhance understanding of a phenomenon (Thelwall & Nevill, 2021).

Primary data collection was conducted through interviews with Amri Restu Rianto, Head of the Waste Processing Implementation Unit at the Integrated Waste Management Unit of Bantar Gebang, Jakarta Province Environmental Agency. The interviews were conducted from May to June 2024, both in person and online.

Secondary data collection was performed through a literature review, which involves seeking data from various references to gather information related to the research problem (Adlini et al., 2022). The literature review includes critical analysis by the author, synthesizing available information from previous research or data released by authorities.

A qualitative study using the descriptive-comparative method has been previously conducted to understand Sharia Business Law in the Mechanism of Life Insurance Claims based on Kafalah Contracts at Bank Muamalat and Wakalah Bil Ujrah Contracts at BNI Syariah, Malang Branch (Hapsari, 2015). A similar descriptive-comparative study in the field of communication has also been conducted by Costa-Sánchez et al. (2020) found that there is an indication that the public sector predominantly utilizes communication as a strategy, a conclusion that could inspire interest for future research.

In this study, the author follows several steps in the descriptive structure. First, the author analyzes environmental issues from the perspective of criminal law, and then compares the legal norms between Indonesia and Singapore. In terms of communication strategies, the author analyzes both countries from the government's (decision-makers) point of view to understand what differentiates their success or failure in environmental communication. The descriptive-comparative analysis of environmental issues, using the perspectives of criminal law and communication strategies, provides the novelty of this study.

## RESULTS AND DISCUSSION

Indonesia and Singapore, two Southeast Asian countries, have different approaches to their environmental laws. In this comparative context, we will outline the general legal framework for environmental protection in both countries, as well as compare and explore their fundamental differences. Below is a comparison of the normative environmental criminal laws between Indonesia and Singapore:

Table 1: Comparison of Normative Environmental Laws in Indonesia and Singapore (Data Processed by Author, 2024)

| Norm Law     | Indonesia  | Singapore  |
|--------------|--|--|
| Legal System | Civil Law System, 1945 Constitution Article 33 Paragraph 3 | Common Law System, Environmental Protection and Management Act (EPMA) 1999 |

| Norm Law                  | Indonesia  | Singapore  |
|---------------------------|--|--|
| Regulatory                | Ministry of Environment and Forestry (KLHK) and Environmental Agency (BLH)                             | National Environment Agency (NEA), Director-General of Environmental Protection (DGEP), Director-General of Public Health (DGPH), Public Utilities Board (PUB), Prevention of Pollution of the Sea Act (PPSA), dan Transboundary Haze Pollution Act (THPA) |
| Enforcement and Sanctions | Environmental Protection and Management Act (UUPPLH) Chapters on Criminal Provisions (Articles 97-121) | Public Utilities Board (PUB), Director-General of Environmental Protection (DGEP)  |

Indonesia follows a Civil Law System derived from Dutch law, which relies on legal codification, resulting in slower legal development compared to Singapore's Common Law System, inherited from British law (Maria & Prisantani, 2021). In Indonesia, judges are bound by legislation and have limited interpretive freedom, hindering legal progress. While judges can interpret laws, their interpretations do not set precedents for other cases.

Singapore's Common Law System, by contrast, allows for faster legal development. This system is connected to English law and its former colonies, providing a broader range of legal references. Singapore's legal system also offers greater flexibility for updates, enabling quick adaptation to changes.

Indonesia has never prosecuted a corporation for criminal acts committed by those in power within the corporation (directing mind and will) due to the difficulty process as our source. And to compare the two countries, author use the proof requirements for investigators, prosecutors, and judges in Indonesia to criminalize corporations:

- a. Subject of Criminal Acts: The law must explicitly state that the subject includes corporations. Both the UUPPLH and the Anti-Corruption Law clearly state that corporations can be criminally liable.
- b. Personal Suspect: A corporation can be included as a suspect if the investigator identifies the personal suspect as the director or manager, who represents the directing mind and will of the corporation.
- c. Criminal Responsibility: A corporation cannot be held criminally liable if the directing mind commits a criminal act against their corporation and the corporation prosecutes that action.

Tantimin (2021) mentions that Indonesia's UUPPLH, revised from several previous laws, can provide fair law enforcement for society and the environment. However, Fitriadi (2021) argues that unclear and non-alternative criminal sanctions in environmental law result in the application of general sanctions from the Criminal Code,

failing to achieve environmental law's goals. The objective of environmental law, guiding the utilization, and preservation of natural resources, and environmental conservation, remains unmet with current sanctions.

Iswantoro (2020) and other sources share similar views. Environmental law in Indonesia faces many challenges due to unclear delict formulations, varied sanctions, and difficult proof unless caught red-handed. Environmental law enforcement in Indonesia has so far been limited to civil domains like written warnings and business permit suspensions or closures. The greatest challenge in environmental law enforcement in Indonesia generally lies in proving pollution with many measured parameters until sanctions are imposed.

Singapore adopts a different approach to environmental law with various laws covering specific issues like air pollution control, water management, and natural resource conservation. One major law is the Environmental Protection and Management Act (EPMA) 1985, which comprehensively regulates environmental protection. Besides EPMA, Singapore has other laws like The Environmental Pollution Control Act, Water Pollution Control and Drainage Act, and Wildlife Act (Heng, 1991; Tortajada & Joshi, 2014; Yew, 2020).

The comparison of basic environmental laws between Indonesia and Singapore shows significant differences. Indonesia takes a comprehensive approach with the UUPPLH as the main law, while Singapore adopts a more focused approach with specific laws for particular issues. Although effective, Singapore's approach tends to be more segmented compared to Indonesia's holistic approach.

In Indonesia, environmental management and supervision are conducted by the Ministry of Environment and Forestry (KLHK) and the Environmental Agency (BLH). KLHK is responsible for policies, regulations, and programs related to environmental conservation and natural resource management, including forestry. Meanwhile, BLH operates at the regional level, assisting in the implementation of national policies and addressing local environmental issues. The strength of this model lies in strong coordination between national policies and local implementation, allowing for a comprehensive and sustainable approach to environmental issues. However, its weakness lies in the complex and often slow bureaucracy, which can hinder quick responses to urgent environmental problems.

Conversely, Singapore has several specific and separate regulatory bodies addressing various environmental aspects. The National Environment Agency (NEA) is responsible for general environmental oversight, including air quality monitoring and waste management. The Director-General of Environmental Protection (DGEP) and the Director-General of Public Health (DGPH) handle specific aspects of environmental and public health protection, while the Public Utilities Board (PUB) manages water resources.

Additionally, Singapore has special regulations like the Prevention of Pollution of the Sea Act (PPSA) and the Transboundary Haze Pollution Act (THPA) to address sea pollution and transboundary haze issues. The strength of this model is high

specialization and focus, enabling each body to work more efficiently and effectively in its respective field. The downside is the potential for a lack of coordination among agencies, leading to overlapping responsibilities or gaps in addressing more complex environmental issues.

Indonesia's centralized regulatory system provides the advantage of coordination between national policies and local implementation but is often hindered by complicated bureaucracy. Setting minimum sanctions and formulating more specific and severe sanctions are expected to be implemented (Daryani et al., 2020). The repressive approach to tackling environmental crimes is often unsatisfactory due to the high error rate of perpetrators, the significant impact of their actions, and the public unrest caused. Therefore, government officials need adequate understanding and appropriate solutions to address environmental issues (Pratjna et al., 2019). Legal proceedings are often complicated, expensive, and lengthy, while polluted environments require quick and accurate recovery (Daniel et al., 2020) adding to the complexity of environmental law enforcement.

Criminal law enforcement against formal offenses requires special procedures related to the principle of *ultimum remedium*, meaning that the use of criminal law must wait until administrative law enforcement is deemed ineffective. To avoid difficulties in environmental law enforcement, regulations must be clearly, firmly, and unambiguously drafted (S. W. Kim, 2013).

Strict sanctions in accordance with Law Number 32 of 2009 must be applied to polluters. Encouraging the development of environmentally friendly technologies and production practices, as well as fostering cooperation between the government, private sector, and civil society in tackling pollution, is essential. Polluters must also be responsible for environmental restoration, and transparency and access to information related to the environment must be improved (Yunita et al., 2024).

The role of the government is a powerful factor in reducing environmental damage, making it important for the government to maximize existing agendas to raise awareness among stakeholders about the importance of preserving nature and the environment. Criminal sanctions can be seen as one solution for environmental law enforcement (Dwiprigitaningtias, 2019).

Situmeang (2020) argues that the most effective sanctions for environmental crimes are through administrative law, by freezing or revoking the business licenses of corporations involved in environmental crimes. Firm, wise, and fair legal action is required, along with active participation between law enforcement agencies, the government, and the community in reporting projects that have the potential to damage the environment and ecosystem (Handoyo, 2020).

In contrast, Singapore, with a more segmented and specific approach, can provide quicker and more efficient responses to specific environmental issues, though it still must manage potential coordination gaps among different regulatory bodies.

Having analyzed the comparison from a criminal law perspective, the next step is to analyze the communication strategies of Indonesia and Singapore in maintaining

their environments. In this discussion, Indonesia and Singapore will be examined as communicators engaging in cross-audience communication to identify differences or similarities in the strategies employed by both countries.

**Table 1:** Comparison of Communication Strategies Using the WHO Strategic Communication Framework: Indonesia vs. Singapore (Data Processed by Author, 2024)

| Audiens                      | Indonesia   | Singapore   |
|------------------------------|---|---|
| Individuals                  | Public awareness campaign, but several areas in Indonesia still have issues with electricity and internet | Public Awareness campaign with a more integrated approach using various media channels and the latest technology  |
| Communities                  | Local programs and community initiatives  | Structured community campaigns supported by professionals and the central government                              |
| Local Environmental Agencies | Bureaucratic obstacles and lack of resources and capabilities   | Strong and organized local agencies like NEA  |
| Internal Staff               | Capacity building through training  | Continuous training from the center and access to the latest technology   |
| International Organization   | Collaborative projects and technical assistance   | Singapore as a model in environmental policy implementation and active participation in international initiatives |
| Policy Maker                 | Implementation and enforcement challenges   | Integrated and efficient approach with good coordination between government, private sector, and community        |

The WHO Strategic Communications Framework provides comprehensive guidelines for strategic communication involving various audiences. In this context, we will analyze how Indonesia and Singapore implement their environmental communication strategies based on this framework, focusing on individuals, communities, local institutions, internal staff of KLHK and BLH, international organizations, and policymakers.

In Indonesia, environmental communication at the individual level is still limited by technical issues. Although the government and non-governmental organizations frequently use digital media, such as social media and websites, and conduct public campaigns to raise awareness about issues like river pollution and deforestation, the information often fails to reach all segments of society due to infrastructure problems and uneven internet access.

In contrast, Singapore uses a more integrated approach. Environmental information is disseminated through various media channels, including government apps, social media, and public campaigns. The Singaporean government also actively uses technology to provide real-time information on air and water quality to the public, accessible to all societal levels (Lim et al., 2021).

At the community level, the Jakarta Provincial Government has specific programs and campaigns to raise environmental awareness, such as the implementation of Governor Regulation No. 77 of 2020 on RW-level waste management and Governor Regulation No. 142 of 2019 on the use of environmentally friendly shopping bags. These environmental campaigns aim to change behaviors and habits that harm the environment and promote the adoption of eco-friendly practices. The issues addressed include climate change, biodiversity loss, air and water pollution, and excessive waste.

In June 2024, the Jakarta Environmental Agency and the Health Agency organized the "Jakarta Berjaga" event in celebration of World Environment Day, encouraging residents to walk 7,500 steps daily for 14 days to increase physical activity, promote a healthy lifestyle, and reduce motor vehicle use for better air quality. Unfortunately, unlike in Singapore, simple practices such as using non-plastic shopping bags or disposing of trash properly are still not fully optimized in Indonesia.

On the other hand, Singapore implements well-structured community programs, often with direct government support (Wi & Chang, 2018). Initiatives like recycling campaigns and environmental clean-ups are professionally managed and well-resourced. For example, electronic waste management has become a milestone in Singapore's circular economy system (Andriessa, 2022). The government also provides platforms for community participation in environmental projects, ensuring high coordination and effectiveness (Prasetya & Falzon, 2023).

Local institutions in Indonesia, such as the Environmental Agency, often lack the resources and capabilities to run effective environmental programs. Communication between local institutions and the community is sometimes hindered by bureaucracy and a lack of training for field officers. Conversely, Singapore has strong and well-organized local institutions like the National Environment Agency (NEA). NEA has broad authority and sufficient resources to run environmental programs. Communication between local institutions and the community is conducted transparently and efficiently, using advanced technology and media.

Internal staff in Indonesian environmental agencies often face challenges in training and capability. A lack of continuous training and support from the central government can hinder the effectiveness of internal and external communication. In contrast, Singapore ensures that internal staff in environmental agencies receive ongoing training and access to the latest technology. This ensures they can perform their duties effectively and maintain good communication with all stakeholders.

The role of international organizations in Indonesia, particularly in Jakarta, is active in joint monitoring and supervision. The government facilitates this by creating complaint channels, reporting, and Focus Group Discussions (FGD) with NGOs such as

Waste for Change, NAFAS, and Vital Strategies, which have successfully conducted waste reduction campaigns and air pollution control.

Singapore also maintains close relationships with international organizations in environmental matters. The country often serves as a role model in environmental policy implementation and actively participates in international initiatives (Han, 2017; Leitmann, 2000; Susantono & Li, 2021). Effective communication with international organizations helps Singapore continually improve its environmental standards.

As explained before, policymakers in Indonesia face challenges in the implementation and enforcement of environmental laws. Communication between different levels of government and the private sector is often not well-coordinated, hindering the effectiveness of environmental policies. Singapore, on the other hand, has a more integrated and efficient approach to communication with policymakers. Environmental policies are often based on strong data and scientific evidence, with good coordination between the government, private sector, and community. This ensures that policies are effectively implemented and enforced.

The comparison of strategic communications between Indonesia and Singapore shows that Singapore has advantages in coordination, technology use, and resource support. Singapore's structured and integrated approach ensures that environmental information is accessible and understandable to all societal levels, while Indonesia still faces challenges in infrastructure, coordination, and resources. Adopting some of Singapore's communication strategies could help Indonesia enhance the effectiveness of its environmental communication.

Regarding government communication strategies, research by Yudarwati & Gregory (2022) found that empowering rural communities requires a combination of public relations and developmental communication approaches. For instance, the Indonesian government could focus more on community-based development to embrace collaboration with the public. Additionally, for potential policies, previous research suggests that politicians should be more transparent in the policy formulation process. This involves not only including citizen representatives but also understanding citizens' needs and expectations, thereby strengthening the democratic relationship in a country like Indonesia (Gelders & Ihlen, 2010; Sanders & Canel, 2016).

## CONCLUSION

The issue of deforestation in Papua's forests in Bovem Digoel Regency came to prominence in 2024, following demonstrations by the Awyu and Moi tribes in front of Indonesia's Constitutional Court in May 2024. As a country often dubbed 'no viral, no judgment,' Indonesian social media, particularly Instagram, quickly popularized the hashtag #alleysonpapua. This hashtag represented public opinion urging the state to protect the 'eternal heritage' on which these tribes rely for their intergenerational survival.

Previous research has found that building a better society requires not only regulations or legal frameworks but also communication strategies tailored to various

societal layers. Taking Singapore as an example, one of the countries with the best environmental conditions in the world, this study compares the environmental laws in place and the differences in communication strategies employed by Indonesia and Singapore.

From a legal perspective, besides differences in approach, there are also significant differences in the effectiveness of environmental law enforcement. Indonesia often faces challenges in implementing regulations and monitoring environmental violations across its vast archipelago.

A comparison of communication strategies between Indonesia and Singapore shows that Singapore excels in coordination, technology use, and resource support. Singapore's structured and integrated approach ensures that environmental information is accessible and comprehensible to all societal levels. Meanwhile, Indonesia still faces challenges in infrastructure, coordination, and resources. Adopting some of Singapore's communication strategies could help Indonesia improve its effectiveness in environmental communication.

#### BIODATA

*Wulandari Marcelyna Ayuningrum, A.Md* is an undergraduate law student at the University of Indonesia. Previously, Wulandari pursued a Diploma in Communication Science at Bogor Agricultural University (IPB), giving her a unique combination of communication and legal knowledge. Currently, Wulandari is working at the Civil Registration Office (Disdukcapil) in Jakarta, where she finds her studies in law and communication to be highly applicable.

*Noprita Herari, M.Ikom* pursued studies in Communication Science, earning a Diploma from Bogor Agricultural University (IPB), a Bachelor's degree from Universitas Terbuka (UT), and completing a Master's degree at LSPR Institute of Communication & Business. Her interest in applied Communication Science, particularly digital media, is reflected in her books published in 2024: "Advertising: Methods, Research, and Practices" by Adamas University India, and "Digitalisasi UMKM dan Koperasi (Transformasi Digital)" by Media Sains Indonesia.

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