



Journal of Environmental and Development Studies - JEDS

Journal homepage: <https://talenta.usu.ac.id/jeds>



Public Service Media and Environmental Awareness: A Case Study of TVRI's "Inspirasi Tani" Program in Promoting Sustainable Natural Resource Management in Indonesia

Nur Fajri Hijriyani^{*1} & Alem Febri Sonni¹

¹Department of Communication Studies, Faculty of Political and Social Sciences, Hasanuddin University, Makassar, 90245, Indonesia

*Corresponding Author: hijriyaninf24e@ms.unhas.ac.id

ARTICLE INFO

Article history:

Received 14 June 2026

Revised 24 June 2026

Accepted 30 September 2026

Available online 01 October 2026

E-ISSN: [2745-4592](#)

How to cite:

Hijriyani, N. F., & Sonni, A. F. (2026). Public Service Media and Environmental Awareness: A Case Study of TVRI's "Inspirasi Tani" Program in Promoting Sustainable Natural Resource Management in Indonesia. *Journal of Environmental and Development Studies*, 07(Special Issue 1), 063-074



This work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International.

<http://doi.org/10.32734/jeds.v7iSP101.26005>

ABSTRACT

Environmental degradation and sustainability challenges continue to threaten natural resource management and ecosystem resilience, particularly in resource-dependent countries such as Indonesia. Beyond technical and policy interventions, effective public communication is essential in fostering environmental awareness and sustainable practices. This study examines how TVRI, Indonesia's national Public Service Media (PSM), promotes sustainability through its program *Inspirasi Tani*. Using a qualitative case study approach, the research analyses ten selected episodes published on TVRI's official YouTube channel, complemented by a thematic review of sustainability-related audience comments. Guided by Environmental Communication Theory and Agenda-Setting Theory, the findings show that *Inspirasi Tani* consistently frames sustainability through practical agricultural narratives emphasizing resource efficiency, climate adaptability, biodiversity utilization, and green entrepreneurship. Sustainability is presented not as an abstract environmental agenda but as an accessible and economically viable livelihood strategy. Audience engagement patterns, including educational recognition, technical inquiry, and adoption-oriented responses, indicate that audiences view sustainability messages as actionable agricultural knowledge. The study highlights Public Service Media's strategic communicative role in normalizing sustainability discourse and supporting sustainable natural resource management in developing-country contexts.

Keywords: Environmental Awareness, Environmental Communication, Indonesia, Public Service Media & Sustainable Agriculture Practices

1. Introduction

Environmental degradation and sustainability challenges have become central global concerns in the twenty-first century, as climate change, deforestation, land degradation, and biodiversity loss increasingly threaten ecological stability and human well-being (IPBES, 2019; UNEP, 2021). These environmental problems are particularly critical in developing countries, where economic growth and livelihood security often depend heavily on natural resource exploitation (WCED, 1987). Consequently, sustainable natural resource management has become a key priority for long-term environmental resilience and sustainable development.

Indonesia represents a significant case within this global environmental context. As a country rich in natural resources and heavily dependent on agriculture, forestry, and fisheries, Indonesia faces complex sustainability challenges, including land conversion, unsustainable farming practices, environmental pollution, and climate-related risks (BPS, 2020). Agriculture plays a strategic role in national food security and rural livelihoods, yet

it also contributes to environmental pressures when not managed sustainably (FAO, 2017). Strengthening sustainable agricultural practices is therefore essential to maintain ecosystem resilience and support national development goals.

Addressing environmental degradation requires not only technical solutions but also effective communication that fosters public understanding and engagement. Environmental issues are fundamentally social issues, as they involve values, knowledge, and collective responsibility (Cox, 2013). Media play a crucial role in shaping how society understands, discusses, and prioritizes environmental problems by translating complex scientific and policy information into accessible public discourse (Hansen, 2018). Through agenda-setting and framing, the media influence which environmental issues gain public attention and how people interpret them.

In this context, Public Service Media (PSM) hold a distinctive, strategic position. Unlike commercial media, which are primarily driven by market logic and audience ratings, PSMs are guided by public value, social responsibility, and educational mandates (McQuail, 2010). PSMs are expected to provide balanced, credible, and socially relevant information that contributes to democratic participation and public welfare. In the environmental domain, this mandate positions PSMs as key actors in promoting sustainability, environmental literacy, and long-term societal interests rather than short-term commercial gains.

Agriculture and natural resource management represent particularly important areas for PSM intervention. Sustainable agriculture is closely linked to environmental protection, climate adaptation, and food security, making it a vital topic for public communication (FAO, 2017). Media programs focused on agricultural sustainability can serve as platforms for environmental education by promoting responsible land use, water conservation, and eco-friendly practices. Such communication efforts are essential to strengthen ecosystem resilience and encourage sustainable behavior at the community level (Pezzullo & Cox, 2017).

In Indonesia, TVRI serves as the national Public Service Media broadcaster with a mandate to provide educational and informative content for the public. Among its sustainability-oriented programs, *Inspirasi Tani* focuses on agricultural innovation, sustainable farming practices, and responsible natural resource management. Through expert interviews, field-based reporting, and instructional narratives, the program aims to raise environmental awareness while helping farmers and rural communities adopt more sustainable practices.

This study examines *Inspirasi Tani* as a case study to explore how Public Service Media contribute to environmental awareness and sustainable natural resource management in Indonesia. By analyzing program content on TVRI's official YouTube platform, this research investigates how sustainability issues are framed and prioritized within a public service broadcasting context. The study contributes to the growing body of research on environmental communication and Public Service Media by highlighting the role of sustainability-focused programming in addressing environmental degradation and strengthening ecosystem resilience.

2. Methods

2.1 Research Design

This study employs a qualitative descriptive case study design focusing on TVRI's *Inspirasi Tani* program as a form of Public Service Media (PSM) communication that promotes environmental awareness and sustainable natural resource management in Indonesia. A qualitative approach is appropriate because the study aims to interpret media messages, narratives, and meanings related to sustainability rather than to measure audience effects quantitatively (Creswell, 2013; Merriam & Tisdell, 2016).

The research is situated within an interpretivist paradigm, which assumes that media texts and digital interactions are socially constructed and carry contextual, cultural, and normative meanings (Schwandt, 2000; Tracy, 2024). This paradigm suits environmental communication research, where media messages not only inform but also educate, persuade, and shape public understanding of environmental responsibility.

The primary unit of analysis is the audiovisual content of selected *Inspirasi Tani* episodes. To enrich interpretive insight, I examined selected audience comments from the program's official YouTube channel as

supplementary discursive data. These comments are treated as contextual indicators of audience engagement with sustainability narratives in digital space, supporting a broader understanding of how Public Service Media articulates and circulates sustainable agriculture discourse.

2.2 Data Collection

The primary data consist of selected *Inspirasi Tani* episodes published on TVRI's official YouTube channel. As of January 2026, the channel contains more than 50 uploaded episodes, published between 2018 and 2026, covering various topics related to agricultural innovation and sustainable farming practices. *Inspirasi Tani*, as a television program, has produced more than 100 episodes since it began airing on TVRI. However, not all broadcast episodes have been uploaded to the official YouTube channel. The online platform therefore represents a partial but accessible archive of the program, which is still actively produced and broadcast.

The analyzed videos were published between 2023 and 2024, representing recent sustainability-oriented agricultural narratives within the program's digital distribution. This time frame was selected to ensure the media content and audience engagement remained relevant in the contemporary digital media environment. From this available digital corpus, ten episodes were selected using purposive sampling based on the following criteria: (1) explicit discussion of sustainable agricultural practices; (2) coverage of land, water, soil, or ecosystem management; (3) references to climate adaptation or environmental conservation; and (4) educational or explanatory formats aligned with public service broadcasting objectives. Table 1 presents the analyzed episodes.

Table 1. Selected *Inspirasi Tani* TVRI YouTube Episodes Analyzed in This Study.

N o	Video Title	Duration	Youtube Link
1	Puluhan Juta Perbulan !! Omzet Manis, Semanis Rasa Minuman Olahan Aloe Vera	25:01	https://www.youtube.com/watch?v=00fiG56sGDA&t=665s
2	Budidaya Talas Organik, Pangan Masa Depan Tono Pirmansah Petani Milenial	25:41	https://www.youtube.com/watch?v=f4XP6j4X6ik
3	Terpikat Budidaya Alpukat Petani Milenial Sukses Usaha Bibit Alpukat Asli Jakarta	25:59	https://www.youtube.com/watch?v=wAwT-dTxDs
4	Ciplukan Buah Kecil Untung Besar Sukses Budidaya Golden Berry @Bandungfarmer Ciwidey	26:01	https://www.youtube.com/watch?v=tN087g3OI2M
5	Petik Cuan Budidaya Stroberi Kisah Sukses Di Balik Agrowisata Hidden Strawberry Garden	25:32	https://www.youtube.com/watch?v=eNEgk7Vkhj4
6	Petani Milenial Sukses Budidaya Bunga Mawar di Dataran Rendah & Suhu Panas Daun Desa	24:55	https://www.youtube.com/watch?v=6PZVCgmtMXs
7	Sukses Budidaya Melon Premium Hidroponik Good Plant	25:10	https://www.youtube.com/watch?v=u7azTzznz5U
8	Warna Warni Paprika Dewa Family Dewanya Petani Paprika Premium Bandung Barat	25:53	https://www.youtube.com/watch?v=3jzMpeLOH98
9	Petani Milenial Sukses Budidaya Bunga Krisan	24:47	https://www.youtube.com/watch?v=0trzr-1UVZk
10	Budidaya Si Molek Bunga Anggrek Bermodal 25 Ribu Omzet Miliaran DD Orchid	23:22	https://www.youtube.com/watch?v=e9Wzi3sqi08

To supplement the primary content analysis, we conducted a qualitative review of publicly available audience discourse, targeting user comments on the official YouTube broadcasts of the selected episodes. Across the ten analyzed episodes, we found more than 200 publicly available comments. Because the study is qualitative, the analysis does not aim for statistical representativeness but instead seeks to capture meaningful patterns of audience engagement. From this dataset, the researchers selected twenty comments through purposive sampling. The selection focused on comments that explicitly discussed sustainable agricultural practices, environmental awareness, farming techniques, agribusiness opportunities, and interest in collaboration or training. Comments unrelated to agricultural practices (e.g., greetings or unrelated discussions) were excluded.

2.3 Data Analysis

Data analysis followed a thematic qualitative content analysis approach. The analysis proceeded in three stages:

a) Familiarization

The researcher repeatedly viewed the selected *Inspirasi Tani* episodes and reviewed the associated audience comments to understand dominant sustainability messages and patterns of digital engagement. This stage enabled immersion in both program narratives and viewer responses, facilitating identification of recurring representations of sustainable agriculture, resource management, environmental responsibility, and rural entrepreneurship.

b) Initial Coding and Categorization

Initial coding (first-cycle coding) refers to labeling data segments with codes that summarize the primary meaning in a manageable form (Saldana, 2021). The coding process involved closely examining verbal narratives, visual representations, and on-screen text across the selected episodes. We identified recurrent elements such as eco-friendly cultivation techniques, efficient resource use, climate adaptability, biodiversity utilization, and economic empowerment, and assigned descriptive codes. Through iterative cross-episode comparison, we grouped similar codes into broader analytical categories to identify patterns of sustainability framing. This cross-episode comparison identified dominant themes that show how agriculture and natural resource management are constructed as environmentally responsible and economically viable practices. The study then analyzed selected audience comments using the same thematic lens. Rather than generating independent audience categories detached from program content, the analysis interpreted viewer responses in relation to the identified sustainability themes. This allowed the analysis to explore how media framing and audience acknowledgment interact in digital spaces.

c) Interpretation and Theoretical Linking

The identified themes and engagement patterns were interpreted through Environmental Communication Theory and Agenda-Setting Theory. Environmental communication was applied to examine how Public Service Media narratives frame, contextualize, and normalize sustainability values. Agenda-setting theory was used to analyze how recurring thematic emphasis positions sustainable agriculture and natural resource management as salient public issues within TVRI's editorial agenda. This process integrated media content construction and audience engagement, providing a coherent basis for interpreting Public Service Media's communicative role in advancing sustainability discourse.

2.4 Trustworthiness and Analytical Rigor

To ensure analytical rigor, thematic coding followed an iterative process of repeated viewing of the selected episodes and cross-episode comparison. We generated initial codes from narrative representations of sustainability and later refined them into broader thematic categories to ensure internal coherence and consistency across cases. We revisited previously coded segments after category consolidation to confirm alignment with the final thematic definitions.

The co-authors strengthened analytical validation through collaborative review. The authors discussed emerging themes and interpretations to ensure conceptual clarity and theoretical alignment with Environmental Communication and Agenda-Setting perspectives. This process reduced individual interpretive bias and enhanced credibility. Triangulation was applied at three levels. First, data triangulation integrated audiovisual program content with selected audience comments from the official YouTube channel. Second, theoretical triangulation combined Environmental Communication and Agenda-Setting frameworks to interpret the

findings. Third, the authors achieved researcher triangulation through joint analytical discussion. These procedures support the credibility, consistency, and transparency of the qualitative analysis.

3. Result and Discussions

3.1 Program Overview

Inspirasi Tani is a Public Service Media program produced by *Televisi Republik Indonesia* (TVRI) that focuses on agricultural development, farmer empowerment, and sustainable natural resource management. The program shares practical information on farming techniques, agricultural innovation, and environmentally responsible practices through expert explanations, field reporting, and farmers' experiences.

In response to the digital transformation of public broadcasting, *Inspirasi Tani* also distributes its content through its official YouTube channel, expanding access beyond conventional television audiences. The channel features regularly uploaded episodes and has attracted a growing number of subscribers, reflecting public interest in agricultural and sustainability-related content. This digital presence positions *Inspirasi Tani* as a relevant case for examining how Public Service Media communicate environmental awareness and sustainability issues within online public spaces.



Figure 1. *Inspirasi Tani* TVRI Program.

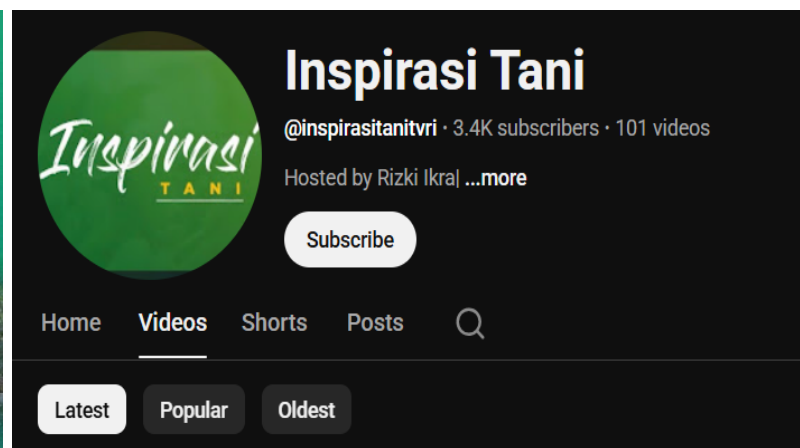


Figure 2. *Inspirasi Tani* TVRI Program YouTube Channel

3.2 Familiarization with program content

During the familiarization stage, all 10 selected *Inspirasi Tani* episodes were watched repeatedly to understand the program's structure, narrative style, and dominant messages. Across the episodes, a consistent format emerged: introductions to the episode theme, field observations, explanations from experts, informants, or owners, and concluding reflections on farming success and sustainability.

Initial observations indicate that the program focuses not only on agricultural production but also on horticulture, floriculture, animal husbandry, and agribusiness practices. The researcher embedded sustainability messages within practical demonstrations and success stories rather than presenting them as explicit environmental campaigns. This stage enabled the researcher to identify recurring patterns and guided the subsequent coding process.

3.3 Initial Coding Results

After the familiarization stage, the researcher systematically coded selected *Inspirasi Tani* episodes to identify recurring messages and representations related to environmental awareness and sustainable natural resource management. Coding focused on verbal narratives, visual depictions, and contextual explanations presented by program hosts, farmers, and practitioners.

Initial coding revealed repeated emphasis on sustainable farming practices, efficient utilization of natural resources, agricultural innovation, and community-based economic resilience. These codes emerged inductively from the data and show how sustainability-related meanings are embedded in practical agricultural narratives rather than articulated through explicit environmental discourse.

Across the ten episodes, sustainability was consistently framed as achievable through everyday agricultural activities, such as organic cultivation, hydroponic systems, crop diversification, and value-added processing. The coding process also identified the recurrent portrayal of farmers as adaptive, innovative, and environmentally responsible actors, reinforcing Public Service Media's educational and normative role. Table 2 presents the main codes identified from the selected episodes, along with illustrative examples drawn from the video content.

Table 2. Coding Results from Selected *Inspirasi Tani* TVRI Episodes.

No.	Episode Title (shortened)	Key Content Focus	Identified Codes	Representative Statement / Content Indicator
1	Aloe Vera Processing	Plant-based product processing	Sustainable Agribusiness	03:15 "Aloe Vera masuk empat industri besar sekaligus yaitu farmasi, kosmetik, pertanian (POC), dan kuliner (makanan dan minuman)" 05:30 "Untuk membantu ekonomi saya, Mas"
2	Talas Organik	Organic root crop farming	Eco-friendly cultivation	06:15 "Talas Pratama memiliki keunikan yang paling bagus itu kandungan serat dan glikemiknya rendah terus dari segi hama dia sangat minim sekali, rendemennya bagus dan rasa lebih enak"
3	Bibit Alpukat	Seedling Production	Resource Sustainability	05:59 "Alpukat ini memiliki kelebihan mudah beradaptasi di cuaca dan ketinggian tempat apa pun, buahnya kelas premium dan ada peluang untuk diekspor"
4	Buah Ciplukan (Golden Berry)	Alternative Crop Utilization	Biodiversity Utilization	02:50 "Dan alhamdulillah memang responsnya sangat bagus, cukup banyak pesanan yang masuk" 04:11 "Kandungannya kaya akan antioksidan, vitamin C-nya juga tinggi, jadi memang untuk tubuh manfaatnya sangat banyak"
5	Agrowisata Stroberi	Farming Combined with Tourism	Sustainable Livelihood	04:43 "Di sini memang konsep utama kami, agrowisata, konsumen atau wisatawan di sini bisa memetik sepuasnya di kebun" 06:10 "dengan menggunakan media sosial, media digital untuk mempromosikan potensi-potensi pertanian pedesaan"
6	Mawar Dataran Rendah	Climate-adaptive floriculture	Climate Adaptability	10:33 "Kalau di daerah panas, warna bunga lebih cerah karena mendapatkan sinar matahari yang lebih banyak dan daya tahan lebih lama"
7	Melon Hidroponik	Soilless farming technology	Water-efficient agriculture	08:25 "Teknik fertigasi, di mana pemupukan dibarengi dengan irigasi, sangat cocok diterapkan dalam budidaya tanaman di daerah dengan jumlah air terbatas karena jumlah air yang digunakan dapat diatur"
8	Paprika Premium	Controlled-environment farming	Efficient resource management	07:20 "Proses yang krusial itu pemotekan bunga saat buah mau muncul, saat umurnya sudah pas, bunga-bunganya harus dibuka karena kalau sudah busuk nempel di buah maka buah juga akan busuk"
9	Budidaya Bunga Krisan	Ornamental plant cultivation	Non-food sustainability	03:16 "Pengalaman setelah 4 tahun, kalau di sayuran fluktuasinya lebih tinggi, kalau krisan lebih stabil dan sudah ada pasarnya"
10	Budidaya Bunga Anggrek	Low-capital high-value farming	Green entrepreneurship	03:33 "Saya modal awal cuma 25 ribu, awalnya dari hobi cuma setelah berjalannya waktu, anggrek cenderung stabil dari segi harga dan juga peminatnya"

The coding results demonstrate that *Inspirasi Tani* consistently integrates sustainability messages within practical agricultural success stories. Rather than isolating environmental issues as separate topics, the program embeds environmental awareness into narratives of productivity, innovation, and economic success. This coding pattern indicates a deliberate Public Service Media strategy to normalize sustainable practices and frame natural resource management as both environmentally responsible and economically beneficial.

These findings provide the analytical basis for subsequent categorization and theme development, which further clarify how *Inspirasi Tani* performs agenda-setting and environmental communication functions to promote sustainable natural resource management.

3.4 Categorization of Codes and Theme Development

After coding, the identified codes were consolidated through categorization to capture broader patterns of meaning across the selected *Inspirasi Tani* episodes. This categorization showed how the program systematically frames sustainability and natural resource management within its narratives. Rather than presenting sustainability as an abstract environmental concern, *Inspirasi Tani* consistently links ecological practices with economic viability, technological innovation, and social resilience.

Table 3. Categorization of Sustainability Narratives in *Inspirasi Tani* TVRI.

No.	Episode Title (Shortened)	Representative Statement (Excerpt)	Analytical Category	Interpretive Meaning
1	Aloe Vera Processing	"Aloe Vera masuk empat industri besar sekaligus..."; "untuk membantu ekonomi saya"	Green Agribusiness & Economic Empowerment	Sustainability is framed as a multi-sector economic opportunity that strengthens household livelihoods.
2	Talas Organik	"kandungan serat dan glikemiknya rendah... sangat minim"	Eco-friendly Cultivation Practices	Organic farming is positioned as healthier, resilient, and environmentally safe.
3	Bibit Alpukat	"mudah beradaptasi di cuaca dan ketinggian... peluang ekspor"	Resource Sustainability & Market Potential	Natural resources are framed as adaptable and globally competitive assets
4	Buah Ciplukan	"Responnya sangat bagus... kaya antioksidan"	Biodiversity Utilization	Alternative crops are framed as nutritionally valuable and economically promising.
5	Agrowisata Stroberi	"konsep utama kami agrowisata..."; "media digital untuk promosi"	Sustainable Livelihood & Digital Agriculture	Agriculture is framed as an integrated ecosystem combining production, tourism, and digital media.
6	Mawar Dataran Rendah	"warna bunga lebih cerah... daya tahan lebih lama"	Climate Adaptability	Climate variation is framed as an opportunity rather than a limitation
7	Melon Hidroponik	"fertigasi... cocok untuk daerah dengan jumlah air terbatas"	Water-Efficient Agriculture	Technology is framed as a solution to environmental constraints
8	Paprika Premium	"pemotekan bunga... proses krusial"	Efficient Resource Management	Precision farming is framed as key to minimizing resource waste
9	Bunga Krisan	"lebih stabil dan sudah ada pasarnya"	Non-food Sustainability	Ornamental plants are framed as stable, sustainable livelihood alternatives.
10	Anggrek	"modal awal cuma 25 ribu... harga stabil"	Green Entrepreneurship	Sustainability is framed as accessible and inclusive entrepreneurship

The categorization process identified five dominant themes across the ten episodes, illustrating how *Inspirasi Tani* frames sustainable natural resource management through practical agricultural narratives. Resource-efficient and eco-friendly farming practices emerged as the primary theme, evident in episodes on organic taro, hydroponic melon, and climate-adaptive floriculture, which emphasized reduced pesticide use, controlled fertigation systems, and adaptation to local climatic conditions.

Economic empowerment through green agribusiness functioned as a closely integrated secondary theme. Several episodes presented sustainability as economically viable, highlighting low-capital, high-value agricultural models such as orchid cultivation and premium horticulture. Biodiversity utilization further expanded this framing by presenting alternative crops and ornamental plants as nutritionally valuable, market-stable livelihood options.

Technological innovation served as a supporting dimension, with digital marketing, controlled-environment agriculture, and precision cultivation techniques presented as tools to enhance productivity while maintaining

environmental balance. Across episodes, agriculture was ultimately framed as a sustainable livelihood system that integrates ecological responsibility with long-term economic resilience.

Taken together, these themes reveal a layered narrative structure in which environmental stewardship and economic feasibility reinforce each other rather than compete. However, thematic construction alone does not fully explain the program's communicative impact. To further examine how sustainability narratives extend beyond media framing, the analysis now turns to audience responses in digital space, assessing how viewers acknowledge and engage with sustainability-oriented agricultural content on the program's official YouTube platform.

3.5 Audience Engagement with Sustainability-Oriented Agricultural Content

The study reviewed ten selected episodes and purposively analyzed about twenty viewer comments for their relevance to sustainable agricultural practices, environmental awareness, and agribusiness development. Table 4 presents representative viewer comments alongside their engagement categories and interpretive meanings, showing how audiences interpret and negotiate sustainability-oriented messages on the program's official YouTube platform.

Table 4. Representative Viewer Comments and Interpretive Meaning Across Episodes.

No.	Episode	Representative Comment	Engagement Category	Interpretive Meaning
1	Aloe Vera Processing	" <i>Mantap bro sobat tani</i> " (Great, fellow farmers.)	Supportive Acknowledgement	Expresses positive reinforcement for sharing agricultural knowledge.
2	Talas Organik	" <i>Terimakasih ilmunya bosku</i> " (Thank you for the knowledge shared)	Recognition Educational Value	of Acknowledges the informative value of sustainable agricultural knowledge
		" <i>Bagaimana cara ikut dalam kemitraannya?</i> " (How can I join the partnership?)	Partnership Intention	Reflects interest in joining sustainable agricultural collaboration models
3	Bibit Alpukat	" <i>Edukasi yg bagus</i> " (Good educational content)	Recognition Educational Value	of Acknowledges the informative value of sustainable agricultural knowledge
		" <i>Konten yang berfaedah dan menginspirasi... Salam dari petani milenial Sleman.</i> " (Useful and inspiring content... Greetings from a millennial farmer in Sleman.)	Recognition Educational Value & Motivational Response	of Suggests the program & inspires younger farmers and supports agricultural entrepreneurship
4	Buah Ciplukan	" <i>Tanam buat konsumsi sendiri saja sudah lumayan buat investasi kesehatan</i> " (Planting it for personal consumption is already a good health investment)	Health-Oriented Sustainability	Connects cultivation practices to long-term health and self-sufficiency values
		" <i>Apakah kita bisa kerja sama...</i> " (Can we collaborate?)	Collaboration Inquiry	Demonstrates willingness to participate in sustainable agricultural networks
		" <i>Saya bisa pesen benihnya?</i> " (Can I order the seeds?)	Adoption Intention	Reflects potential movement from information to cultivation action
5	Agrowisata Stroberi	" <i>Rasanya pingin bibitnya kak.</i> " (I really want the seedlings)	Adoption Intention	Indicates desire to obtain cultivation inputs and potential intention to engage in sustainable strawberry farming
6	Mawar Dataran Rendah	" <i>Modal pertama berapa bagi pemula?</i> " (How much initial capital is needed for beginners?)	Entrepreneurial Inquiry	Indicates consideration of financial feasibility in sustainable farming

No.	Episode	Representative Comment	Engagement Category	Interpretive Meaning
		<i>"Sangat menginspirasi, kebetulan saya ada ladang."</i> (Very inspiring, I happen to have farmland)	Motivational Land-Based Engagement	Indicates alignment between sustainability messaging and existing agricultural resources owned by viewers
		<i>"Kalau boleh tau jual mawar bagaimana... biasanya hanya laku Rp. 500 per bunganya. Apakah ada tips bagaimana menjualnya?"</i> (How should I sell roses... they usually only sell for Rp. 500 per flower. Do you have any tips for marketing them?)	Market Sustainability Concern	Reflects awareness of economic sustainability and interest in improving agricultural value chains
7	Melon Hidroponik	<i>"buka tempat pelatihan ga"</i> (Do you offer training?)	Training Inquiry	Suggests desire for structured skill development related to sustainable farming.
8	Paprika Premium	<i>"Untuk mencegah kerontokan bakal buah pakai obat apa mas?"</i> (What should be used to prevent early fruit drop?)	Technical Knowledge-Seeking	Shows active engagement with sustainable crop management practices
9	Bunga Krisan	<i>"Cuma TVRI yg selalu memberi inspirasi bagi petani"</i> (Only TVRI consistently inspires farmers)	Public Recognition	Service Reinforces trust in TVRI as a socially oriented broadcaster supporting agricultural development.
		<i>"Bagus kang pengen belajar tanam jadinya."</i> (Great, now I want to learn how to plant it)	Learning Motivation	Indicates a transition from appreciation to the intention to acquire cultivation skills.
		<i>"Terima kasih infonya, Kak. Saya penyuka bunga krisan."</i> (Thank you for the information, I am a chrysanthemum enthusiast.)	Recognition of Educational Value	of Acknowledges the informative value of sustainable agricultural knowledge
10	Anggrek	<i>"Cara belinya bgmn ya, bagus dan subur banget"</i> (How can I purchase it? It looks very good and healthy)	Market Participation	Reflects intention to engage in sustainable plant cultivation or business activity.
		<i>"Masya Allah, sukses selalu, Pak Dede, berbagi ilmu dan memberi peluang usaha bagi yang lain."</i> (May God bless you, Pak Dede. Thank you for sharing knowledge and creating business opportunities for others.)	Knowledge & Enterprise Recognition	Acknowledges both educational value and economic opportunity embedded in sustainable horticulture practices.
		<i>"Pa Dede saya pengen beli bibit botol gimana?"</i> (Pak Dede, I would like to buy bottled seedlings. How can I do that?)	Market Participation	Reflects intention to engage in sustainable plant cultivation or business activity.

Analysis of sustainability-related comments reveals four dominant response types: (1) educational recognition and knowledge validation, (2) skill development and technical engagement, (3) entrepreneurial and economic sustainability orientation, and (4) adoption and participation signals. Collectively, these responses show that *Inspirasi Tani*'s sustainability narratives are interpreted not merely as informational content, but as practical agricultural guidance tied to livelihood resilience and responsible resource management. Audience engagement patterns further reinforce the program's role as a Public Service Media platform that frames sustainable agriculture as both an environmental responsibility and an economically viable rural development strategy. Taken together, these findings provide an empirical basis for interpreting Public Service Media's communicative role in normalizing sustainability discourse within rural agricultural contexts.

This study examines how *Inspirasi Tani*, a public service media program produced by TVRI, communicates environmental awareness and sustainable natural resource management through agricultural narratives. Drawing on environmental communication theory and agenda-setting theory, the discussion interprets the

empirical findings to understand how PSM functions as a strategic actor in shaping public understanding of sustainability issues in Indonesia.

3.6 Environmental Communication and Sustainability Narratives in *Inspirasi Tani*

Environmental communication theory emphasizes how communication constructs public meaning around environmental issues. The findings show that *Inspirasi Tani* frames sustainability through practical agricultural narratives rather than abstract ecological discourse. Organic cultivation, water-efficient hydroponic systems, biodiversity utilization, and climate-adaptive floriculture are presented as solution-oriented practices embedded in everyday farming activities.

Importantly, audience engagement patterns reinforce this communicative framing. The dominant response types, educational recognition and skill-oriented inquiry, show that sustainability messages are not only transmitted but also acknowledged as credible agricultural guidance. Viewer comments that praise the program's educational value and seek technical clarification suggest that environmental communication in *Inspirasi Tani* successfully translates ecological responsibility into applicable knowledge. This reflects the constitutive dimension of environmental communication, where media narratives shape how local agricultural contexts understand sustainability.

Furthermore, integrating sustainability with economic viability, often reflected in viewer responses about entrepreneurship and market feasibility, shows how environmental communication operates through culturally and economically relevant storytelling. Sustainability is thus framed not as sacrifice, but as opportunity.

3.7 Agenda-Setting and Framing Function of Public Service Media

Agenda-setting theory posits that media influence issue salience by determining which topics it emphasizes and makes prominent in public discourse. In this study, agenda-setting is applied at the media agenda level, focusing on how sustainability-related issues are consistently prioritized within program content rather than measuring audience-level agenda-setting effects. The repeated emphasis on sustainable agriculture, resource efficiency, biodiversity, and climate adaptability across episodes reflects a deliberate editorial orientation within TVRI's public service mandate, positioning sustainability as a relevant and socially significant issue. At the same time, these issues are not only prioritized but also framed through practical, solution-oriented agricultural narratives. Sustainability is presented as economically viable, accessible, and closely connected to everyday farming practices, transforming it from an abstract environmental concern into a concrete livelihood strategy.

Audience engagement patterns indirectly support this media-level agenda-setting function. The emergence of technical knowledge-seeking, training inquiries, and entrepreneurial-oriented responses suggests that sustainability themes have gained cognitive relevance among viewers. When audiences inquire about greenhouse construction, seed procurement, cultivation techniques, or partnership models, it indicates that they see these issues as meaningful and applicable within their socio-economic context.

While this study does not measure audience effects quantitatively, consistent engagement patterns across episodes suggest that sustainability is not only visible but also interpreted as a legitimate agricultural priority in the digital public space. Through this combination of issue prioritization (agenda-setting) and narrative construction (framing), *Inspirasi Tani* helps strengthen the visibility and relevance of sustainable natural resource management in contemporary media discourse.

3.8 Public Service Media's Normative Role in Sustainable Natural Resource Management

As a Public Service Media institution, TVRI holds a normative responsibility to promote socially beneficial knowledge. The findings indicate that *Inspirasi Tani* fulfills this mandate by presenting sustainability as inclusive, accessible, and community-oriented.

The dominant audience response types, particularly public service recognition and collaboration-oriented inquiries, reinforce this normative dimension. Comments that explicitly acknowledge TVRI's inspirational role reflect institutional trust and validate its public mission. Meanwhile, adoption-oriented and partnership

inquiries suggest that sustainability communication may bridge knowledge dissemination and potential grassroots participation.

Rather than prescribing behavior, the program employs inspirational narratives featuring farmers who successfully integrate environmental responsibility with economic resilience. This aligns with PSM's developmental communication role, positioning sustainable agriculture as both environmentally responsible and socially empowering. In the broader context of sustainable natural resource management in Indonesia, this communicative approach contributes to ecosystem resilience by framing agriculture as a regenerative livelihood system rather than an extractive practice. Everyday success stories normalize sustainability and reinforce long-term ecological awareness within rural communities.

3.9 Implications for Environmental Communication and PSM Practice

Integrating sustainability narratives with observable audience engagement patterns has important implications for Public Service Media practice. First, the findings suggest that sustainability communication works best when embedded in economically meaningful, culturally relatable narratives. Educational recognition and technical engagement demonstrate that audiences respond positively to practical, solution-oriented framing.

Second, entrepreneurial and market-related inquiries highlight the importance of linking environmental communication with livelihood feasibility. In resource-dependent contexts such as Indonesia, sustainability discourse gains traction when aligned with income stability and economic resilience.

Third, adoption-oriented and training-related engagement signals indicate opportunities for PSM to expand interactive and capacity-building components. Integrating follow-up information, digital resource links, or structured learning pathways may further strengthen PSM's role as a facilitator of sustainable agricultural knowledge networks.

Overall, the findings underscore that Public Service Media institutions are uniquely positioned to serve as communicative infrastructures that support sustainable natural resource management. By combining agenda-setting strategies with participatory digital dissemination, PSM can strengthen long-term environmental awareness while maintaining public trust and accessibility.

4. Conclusion

This study shows that Public Service Media can serve as a strategic communicative infrastructure for advancing sustainable natural resource management. Qualitative analysis of ten episodes of *Inspirasi Tani* shows that sustainability is consistently framed through practical agricultural narratives emphasizing resource efficiency, climate adaptability, biodiversity utilization, green entrepreneurship, and livelihood resilience. Rather than presenting sustainability as an abstract environmental policy agenda, the program translates ecological challenges into accessible and economically viable farming practices rooted in local contexts.

The analysis further reveals that sustainability communication operates through a dual dynamic: narrative construction at the content level and discursive acknowledgment at the audience level. Audience engagement patterns—including educational recognition, technical inquiry, entrepreneurial consideration, and participation-oriented responses—indicate that sustainability messages are interpreted as actionable agricultural knowledge. Although this study does not measure behavioral or ecological outcomes, the consistency of these engagement patterns suggests that *Inspirasi Tani* helps normalize sustainable agriculture within the digital public space.

From an agenda-setting perspective, this study demonstrates how sustainability is prioritized at the media agenda level through the consistent emphasis on sustainable agricultural practices, resource management, and environmental responsibility within program content. Rather than measuring audience-level effects, the findings highlight how *Inspirasi Tani* elevates these issues as salient agricultural priorities within media discourse.

At the same time, TVRI fulfills its normative Public Service Media mandate by delivering non-commercial, educational content that integrates environmental stewardship with economic feasibility. Through this

combination of issue prioritization (agenda-setting) and practical narrative construction (framing), the program positions sustainability as both a socially relevant and economically viable livelihood strategy. This communicative approach strengthens Public Service Media's role as a mediator between sustainability discourse and rural livelihood development.

Overall, this study contributes to interdisciplinary discussions by highlighting the communicative dimension of sustainable natural resource management. It underscores that sustainability transitions require not only technological and policy interventions but also sustained public communication that frames ecological responsibility as both socially meaningful and economically attainable. Future research may extend this inquiry by incorporating field-based agricultural data or farmer-level assessments to examine further the relationship between sustainability communication and measurable conservation outcomes.

5. Acknowledgments

The authors thank the Indonesian Ministry of Communication and Digital Affairs. This study was supported by the Domestic Master's Degree Scholarship Ministry of Communication and Informatics 2024 (BEASISWA KOMINFO), in accordance with decision letter number (B-684/BLSDM.4/LT.02.03/08/2024).

7. Conflict of Interest

The authors declare no conflict of interest.

References

- BPS. (2020). *Environment Statistics of Indonesia 2020* (BPS – Statistics Indonesia (ed.)). BPS – Statistics Indonesia.
- Cox, R. (2013). *Environmental Communication and the Public Sphere*. SAGE Publications.
- Creswell, J. W. (2013). *Qualitative Inquiry and Research Design: Choosing Among Five Approaches*. SAGE Publications.
- FAO. (2017). *The future of food and agriculture - Trends and challenges*.
- Hansen, A. (2018). *Environment, Media and Communication* (2nd ed.). Routledge. <https://doi.org/10.4324/9781315625317>
- IPBES. (2019). *Summary for policymakers of the global assessment report on biodiversity and ecosystem services of the Intergovernmental Science-Policy Platform on Biodiversity and Ecosystem Services*. S. Díaz, J. Settele, E. S. Brondizio, H. T. Ngo, M. Guèze, J. Agard, A. <https://doi.org/10.5281/zenodo.3553579>
- McQuail, D. (2010). *Mass Communication Theory* (6th ed.). SAGE Publications Ltd.
- Merriam, S. B., & Tisdell, E. J. (2016). *Qualitative Research: A Guide to Design and Implementation*. Jossey-Bass A Wiley Brand.
- Pezzullo, P. C., & Cox, R. (2017). *Environmental Communication and the Public Sphere* (4th ed.). SAGE Publications.
- Saldana, J. (2021). *The Coding Manual for Qualitative Researchers* (4th ed.). SAGE Publications.
- Schwandt, T. (2000). Three epistemological stances for qualitative inquiry: Interpretivism, hermeneutics, and social constructivism. *Handbook of Qualitative Research*, 189–214.
- Tracy, S. J. (2024). *Qualitative Research Methods: Collecting Evidence, Crafting Analysis, Communicating Impact* (3rd ed.). Wiley.
- UNEP. (2021). *Making Peace with Nature: A scientific blueprint to tackle the climate, biodiversity and pollution emergencies*. <https://www.unep.org/resources/making-peace-nature>
- WCED. (1987). *Our Common Future*. Oxford University Press.