

## Komsos Kak's Youtube Content Analysis of Environmental Day Shepherd's Letter in Moving People to Preserve the Environment

Benediktus Tri Widiatmaka<sup>1</sup> C.B. Mulyatno<sup>2</sup> Indra Sanjaya Tanureja<sup>3</sup>

Pascasarjana Fakultas Teologi, Universitas Sanata Dharma, Yogyakarta, Indonesia <sup>1,2,3</sup>

Email: [benediktustw@gmail.com](mailto:benediktustw@gmail.com)<sup>1</sup>

### Abstract

In the midst of various problems of environmental damage, the responsibility to care for the environment is still something that needs to be given a special portion. In addition, the development of communication technology is also increasingly advanced and sophisticated. Youtube as an online platform is a place for catechesis in caring for the environment. The purpose of this research is to find out how the analysis of the youtube content for Social and Social Affairs of the Jakarta Archdiocese (KAJ) in the World Environment Day Shepherd's Greeting series invites people to care for the environment. This research uses content analysis method. The analysis of the content is the delivery of teachings from Cardinal Suharyo in the form of a faith catechesis about caring for the earth. Through his explanatory narration, the Cardinal invites people to take care of the earth as our common home. The results of this study indicate that Cardinal Ignatius Suharyo's greeting in the KAJ Komsos youtube content has become a catechesis for preaching faith to the people in the context of protecting and preserving the environment.

**Keywords:** Youtube, Laudato Si, Environment



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### INTRODUCTION

In today's digital era, technology that is increasingly developing, advanced, and sophisticated, especially in the world of communication technology, can provide education on how to preserve nature. The internet has become a part of people's lives from children to adults. The rapid development of communication technology has given rise to various social media platforms from various walks of life. One of the most popular and easy-to-access applications is Youtube. Youtube is one of the online platforms whose user interaction has increased drastically recently. As long as it is still connected to an internet connection, Youtube is able to provide access to various videos that we want. Based on data from Business of Apps as of April 2022, Youtube users from Indonesia occupy the third position in the world with 127 million users. The Youtube platform presents a variety of video content services, ranging from videos that have serious educational content to entertainment ones (Purandina & Wedananta, 2021).

The development of communication technology has created a new language, a new lifestyle, a new way of thinking, and a new way of praying (Iswarahadi & Cecilia Sianipar, 2018). On the youtube account channel, we can easily find content that contains religious teachings; Whether it's the catechesis of faith or the sharing of the practice of faith. This is in line with what Pope Francis once said on the 53rd World Day of Social Communication in 2018. Through the Shepherd's Letter of World Social Communication Day, the Pope said that the medium of communication has a duty to excite the preaching of faith (Iswarahadi & Cecelia: 2018). This invitation from Pope Francis is what motivates the increasing number of faith preaching content on youtube accounts. The target of viewvvers on youtube is also if you pay attention to not being limited to age, this means that Youtube is able to reach all ages, from children to adults.

According to the Big Indonesian Dictionary (KBBI), preaching is a process or activity to provide news to people or groups. While faith itself is the response or answer of man to God's call in his life. In Vatican Council Document II it is explained, "Faith is total surrender to God who reveals himself not compelled, but willingly. Although it is not at the same level, it is really a friendly relationship. As God of His abundance of love greets man." (Dei Verbum article 2).

Responding to and realizing God's call in life, one can spread and bear witness to one's life in God. In Acts it is written that the gospel must be proclaimed throughout the earth (Acts 1:8). The term preaching of faith can generally be understood as a form of communication activity to convey the message of the gospel, and also the mystery of God's salvation. This preaching of faith can also be understood as a missionary activity of evangelization. The activity of preaching faith is part of evangelization (Iswarahadi, 2012). Thus, the proclamation of faith is the Church's effort to help people grow in faith and be able to manifest that faith in everyday life.

Nowadays, many religious figures put forward their thoughts and ideas related to protecting the environment. This certainly arises because of concerns about the current rampant ecological crisis. Some of these religious figures include Vandana Shiva a Hindu radical scientist. Shiva reveals that Hindu traditional cosmology understands that man and nature (Purusha-Prakriti) are dualism in unity as two inseparable components in nature as well as in women and men (Shiva, 1998). Meanwhile, another religious figure, Pope Francis through his encyclical *Laudato Si*, invites all of us to renew ourselves again in the midst of an earth that is being hit by an ecological crisis. "The riches of Christian spirituality, the result of twenty centuries of personal and communal experience, make a beautiful contribution to efforts to renew humanity" (LS 161).

Research studies on catechesis of faith in pastoral environments have been carried out previously by Marthinus Ngabalin (2020), in the study it was shown that this vast world needs to be kept in balance, namely by explaining through understanding environmental ecotheology, models and their implementation as human efforts in overcoming natural and environmental problems. Furthermore, another research study conducted by David Eko Setiawan (2021) saying that youtube is a medium for preaching the gospel for millennials. In his research, he mentioned that the YouTube platform is significant to be a medium in preaching faith. In addition, the YouTube platform is able to help gospel preachers to communicate more attractively, creatively, interactively, and inspirationally according to the context of today's millennial generation.

In this study, digital preaching of faith specifically in caring for the environment wants to be shown through one of the youtube content of komsos KAJ. The Cardinal's greeting video in the context of Environment Day on June 5, 2022 through the KAJ social media youtube account which lasts 13 minutes 17 seconds is the object of study in this study. In this video, researchers specifically examine and parse about environmental damage and efforts to preserve the environment in the description of the *Laudato Si* document. The purpose of this study is to see the extent to which the benefits and effectiveness of digital catechesis in the youtube content of komsos KAJ are viewed within the framework of faith through the dokuman *Laudato Si*. Does this Youtube content present a pastoral theme of the environment? So, is there a movement to be built to care for the earth?

## **RESEARCH METHODS**

The research method used is a qualitative method. This research uses a type of media text research with a descriptive qualitative approach. According to Gogdan and Guba, the qualitative method is a research procedure that produces descriptive data, namely data in the form of words, pictures, and not numbers (Moleong, 2006). Meanwhile, the type of research used is

content analysis. Content analysis is a research model with data documentation in the form of text, images, symbols, and so on. Research with content analysis methods is used to obtain information from communications delivered in the form of documented or documentable symbols. Content analysis is defined as a scientific assessment technique that is shown to determine the characteristic picture of the content and draw inference from the content, and is aimed at systematically identifying the visible content of communication (Eriyanto, 2011).

The main study of this study is the analysis of content in the KAJ social media youtube video about Environment Day. The analysis in this study aims to, first, describe the characteristics of the message (describing the characteristics of message). Analysis here to answer the "what, to whom, and how" questions of a communication process. Second, draw inferences about the causes of communication. Content analysis is used to draw conclusions on the causes of a message. The purpose is to collect data or information to solve problems based on existing data, namely by presenting, analyzing, and interpreting data. The data collection technique carried out is by means of observation and documentation. In addition, collecting sources in the form of journals, articles, and other readings to support and assist in the research of this study.

## **RESULTS OF RESEARCH AND DISCUSSION**

### **Research Results**

In this study, a content analysis of environmental conservation efforts was carried out through a video uploaded by the KAJ social security youtube account. The video with the title Environmental Day Shepherd's Greeting, which was uploaded on June 3, 2022, has been viewed more than 722 times. In the video, Cardinal Ignatius Suharyo as Bishop and Arch-Shepherd of the Archdiocese of Jakarta conveyed twelve important points in commemoration of Environment Day 2022. By the author, the twelve points are then divided into three subheading sections which will be outlined below.

### **Environmental Crisis**

The first point in the content, Cardinal Suharyo explained about the theme of World Environment Day. The theme for the commemoration of World Environment Day in 2022 is a Healthy Planet for Common Prosperity-Responsibility and Our Opportunity. In the theme, there are three environmental problems that are urgent to pay attention to, namely global warming and climate change, natural destruction and biodiversity loss, as well as pollution, especially air pollution (Komsos Diocese of Jakarta, 2022). Those three concerns to this day are being felt by all living things living on the planet.



**Figure 1. Cardinal Suharyo explained about the theme of World Environment Day**

In the content, he said that the environmental crisis has become a central issue in the world and is increasingly concerning. The impact of environmental damage has long been felt by residents in various parts of the world and is a very worrying threat. Cardinal Suharyo also in his video said, "We need to admit honestly and sincerely that we don't really care yet." His phrase invites us to continue to strive to realize this concern so that the earth is maintained for us and for future generations. The cardinal also invites from now on, a time for us to ponder, whether perhaps we can care especially for the less fortunate brothers and sisters; many people are hungry because of the destruction of productive lands, many people are thirsty because of the lack of clean water; many people get sick because of dirty air (Komsos Diocese of Jakarta, 2022).

By Cardinal Suharyo, it can be understood that a very well-created created nature should provide a decent survival for humans. The wealth contained in it has given everything that human beings need. This wants to emphasize that man cannot be separated from nature, because nature provides everything for every person of life on this planet. Humans cannot be existential-ontological human beings without nature (Sonny Keraf, 2010). Nature can be likened to the natural breath of man, and if it is lost then human life is extinct. Therefore, humans have a moral obligation and responsibility to take care of nature.

### **Understanding the Environment in the light of Laudato Si'**

In the video of the shepherd's letter, Cardinal Suharyo also conveyed that the need for mankind to understand the environment integrally (Komsos Archdiocese of Jakarta, 2022). Many figures are trying to share their thoughts regarding efforts to save the earth from the ecological crisis. In this video, the thoughts that will be described are those of one of the Catholic leaders, Pope Francis. In his apostolic letter, the Pope mentioned that the way to understand the environment is through an attitude of caring. Pope Francis stated, "We need a new ecological approach that can change the way we live in the world, our lifestyle, our relationship with natural resources in general and our perspective on humanity and life."



**Figure 2. Cardinal Suharyo delivers Laudato Si's document**

The encyclical Laudato Si is a document about the care of the earth as our common home that was promulgated on May 24, 2015, in St. Peter's Basilica. Pope Francis with the passion and inspiration of St. Francis of Assisi invites all human beings to play an active role and take part in the process of restoring the integrity of creation, namely through the concept of integral ecology. Integral ecology is the unity between God, nature, and man (Komsos Archdiocese of



Jakarta, 2022). The Pope also invited all mankind to make ecological repentance by changing thinking patterns and patterns of action. This change in perspective aims to create awareness so that humans truly value nature as God's creation.

In the eco-theological view, the relationship between man, nature, and God is interrelated with one another (Sani Lake, 2016). The nature-centered approach states that humans are considered an indispensable part of nature. The earth and everything in it, whether living things or non-living objects, are an inseparable whole (Heinrich, 2007). In the Catholic faith, indivisible unity is salvation that aspires to be an effort to the integrity of creation in relation to the Creator God. Jesus' coming into the world with His word and work revealed God's work of salvation in a real way. The presence of the Kingdom of God in the world is at the heart of the proclamation of Jesus Christ. In order to be salvation for creation, man must pay attention to the universe. Its connection to the universe is an absolute thing to get to God.

### **Ecological Repentance as an Effort to Preserve the Environment**

Environmental crisis which was raised in commemoration of World Environment Day, it encourages various movements, one of which is the ecological conversion movement. In an effort to improve this environment, humans need to cultivate new attitudes and spirituality. Efforts to address the crisis require radicality in attitude; Namely by changing thinking patterns and patterns of action. The pattern of thinking that means the way of looking at nature must change to radical ecological consciousness. This paradigmatic revolution effort entrusts a cooperation in the frame of education (Francis, 2016). In this case, Cardinal Suharyo emphasized that concern for the environment is not just a patch or addition to the passion of faith, but also becomes the core of faith (Komsos Diocese of Jakarta, 2022).

Pope Francis invites all human beings to perform ecological repentance. Ecological repentance is the complete involvement of man. Ecological repentance itself is an act of beauty, in which man seeks to release the attributes of ugliness in himself, so that cleanly he deserves to be united with God. Ecological repentance is not a matter of nature per se, but the involvement of man as a whole (LS 5). This ecological repentance does not escape the moral changes of man, namely a change in the view of nature and an attempt to enter into an aesthetic situation in order to approach God. Through this ecological repentance, it is hoped that there will be harmonization and the realization of an integral relationship between God, man, and created nature..



**Figure 3. Cardinal Suharyo Conveys the Need for Ecological Repentance in Protecting the Earth**

Ecological repentance is important because it relates to how morally humans act wisely towards nature (Yosef Irianto, 2016). First, this repentance relates to the true or false explanation of man's actions towards nature. Ecological conversion requires science to explain the real and direct effects of natural damage. Second, the extent to which the impact causes damage to relationships with fellow human beings. Fellow human beings include current and future generations. The corrupt nature is a form of human indifference and injustice today to his fellow man in the same age as well as the next generation of man.

As a repentance, it is communal and sustainable (Komsos Diocese of Jakarta, 2022). This repentance implies a variety of attitudes to cultivate a generous and gentle spirit of protection. It wants to show that God is gracious. In addition, there is a need for a loving awareness that we are not disconnected from the universe. Thus, in order to deal with the world crisis, there needs to be an awareness and understanding that what we do to God is a living, holy, and pleasing offering (Romans 12:1).

Cardinal Suharyo through the greeting of Shepherd in the framework of World Environment Day invites all communities to protect the earth as a common home. The way to protect the earth is to change the way of thinking as an effort to realize ecological repentance, one of which is through real efforts that already exist, namely the eco-enzyme movement, the movement to reduce family waste, etc. The results of the study showed that the youtube content of komsos KAJ in the World Environment Day Shepherd's Greeting series proved useful as a medium for preaching faith Especially in an effort to invite the community to preserve the environment.

Looking at the reality in this day and age, we can see all kinds of damage done. Natural damage does not only occur in Indonesia, but also in parts of the world. The damage resulted in many things changing such as an erratic climate, extinction of animals, etc. Based on data from the Environmental Performance Index 2022 (EPI), Indonesia is ranked 164th out of 180 countries researched as a country of poor environmental conservation on a global scale. Meanwhile, on an ASEAN regional scale, Indonesia ranks 8th out of 10 ASEAN countries. EPI or Environmental Performance Index is a method based on numerical and quantitative data to measure environmental performance in a country.

We can see together that environmental damage that occurs first of all due to human actions (Sonny Keraf, 2010). Humans who are experiencing rapid development, especially technology - although there are other developments such as population, education, etc. - change their mindset and behavior. This development can be clearly seen with the use of land. Human use of land often ignores the environment which results in nature being damaged. The causes of natural damage are overexploitation of mining, forest burning, non-decomposable waste, improper land management, etc. Thus, the environmental crisis must make man aware that he needs to reimagine his relationship with fellow creatures, namely with his fellow human beings and the environment. The fact of this high level of natural damage needs to be dealt with jointly, including the Church.

Youtube komsos KAJ is one of the youtube accounts with content containing the teachings of catechesis faith that actively shares information and Catholic religious activities. This account has been on YouTube since April 9, 2021 and the content shared is intended for all walks of life with various age ranges, both adults, teenagers, and children. The presentation in the content of this Youtube account is quite interesting because it is presented with various variations, ranging from podcasts, short devotional videos, and a series greeting letters from the pastor of the Archdiocese of Jakarta, namely Cardinal Ignatius Suharyo. In this study, one of the contents of the shepherd's letter greeting series will be discussed, especially in the 2022 Environment Day Shepherd's Letter Greeting.

This Shepherd's Letter Greeting video features Cardinal Suharyo as the only figure featured in the content. This KOMSOS KAJ Youtube account packs a video of the World Environment Day Shepherd's Greeting with an explanatory narrative delivered directly by Father Bishop Cardinal Suharyo as the Shepherd of the Archdiocese of Jakarta. The background display in the form of the Jakarta Cathedral Church building which is identical to the 'territorial power', makes the display in this video even more interesting and confirms the shepherd of Cardinal Suharyo as the Shepherd of the Archdiocese of Jakarta.

In the World Environment Day Shepherd's Greeting, Cardinal Suharyo called for an environmental crisis as a call for deep inner repentance. While in the encyclical *Laudato Si'*, Pope Francis gives a warning of the greed for nature that causes injustice, poverty and suffering to the poor and the next generation. The Pope stated unequivocally, if human beings dwell only on their own pleasure and safety individualistically, the track record of violence would occur in a massive and structured manner. It is characterized by the efforts of people who are pressed to compete to take advantage of nature.

According to Pope Francis, ecological repentance is necessary for human beings to not only speak through ideas alone but also the need to involve motivations born of spirituality (LS 216). Such motivation needs to be balanced with concrete actions to establish a healthy relationship with the universe. In addition, this repentance is also an opportunity to examine life and acknowledge how man has brought harm to God's creation by man's failure to act. Thus, in the discourse of this ecological movement It takes an ecological (cosmic) spirituality. Ecological spirituality is the way or path taken in response to experiences that concern man's relationship with the universe, as well as with God. It is this spirituality that pumps the realization that nature is not merely a tool but as a 'rallying point' with the Divine.

Nowadays, the development of communication technology inevitably makes the Church have to be involved in it, one of which is by expressing and proclaiming faith. In this regard, the Church cannot avoid or reject the phenomenon of the growing digital current and inevitably must be involved in taking part in it. The youtube platform is a social media that is currently easily accessible to anyone and at any time. Komsos KAJ's youtube social media is one of the platforms used by the Church in the context of preaching faith, especially in order to protect the environment. In the midst of the development of communication technology, the Shepherd's Greeting in commemoration of World Environment Day in 2022 is an effective and relevant means of blessing for people based on the context of today. With the upload of this video, the Church has succeeded in inviting and offering various environmental love movements. Moreover, Mulyatno's research (2022) states that the responsibility to take care of the environment needs to be instilled through environmental education from an early age. Therefore, it can be seen that the content of the World Environment Day Shepherd's Greeting video is one of the Church's pastoral praxis efforts that can ease passions and stop environmentally damaging activities.

## **CONCLUSION**

Environmental conditions has become a common concern, particularly with the occurrence of catastrophic events. In the universe there must be dynamics of human life and patterns of interaction with other living beings. This aims to create harmonization of the environment from one another. The harmonization of the universe can only be realized through acts of environmental love. Thus, it takes a view of the love of the universe, namely ecological repentance. Meanwhile, the anthropocentric perspective places humans to exploit nature by ignoring the sustainability of ecological systems.

This study shows that Digital catechesis through the KAJ social media youtube platform is part of the church's mission in the context of teaching and faith growth. This catechesis of faith directs and moves all people to engage in the performance of God's mission specifically in caring for and safeguarding the created realm. The church also needs to intensively educate people about protecting nature, whether through sermons, lectures, or in digital catechesis like this. The church's doctrine of preserving nature, nourishing and saving God also needs to be given a new meaning, by expanding the meaning of salvation to include the whole of creation.

Cardinal Suharyo's invitation in the video commemorating Environment Day became a trigger to bring out environmental love movements. Churches can select and determine a wide variety of suitable and realistic activities to do, such as picking and sorting garbage, planting one house one plant, forming a network of environmentally loving interest groups, etc. This research can be an input for churches to see how important catechesis of faith, as an integral part of mission work in realizing the Kingdom of God. On that basis, the Church should often provide catechesis of faith in digital form so that the movement to care for and preserve the created nature is more concretely carried out by all mankind.

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