
Kembali Becik's Traveling Tips on Instagram through Ecolinguistic Lens

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Abstract. *Studies on ecolinguistics mostly delve into how the media portrays environmental issues in tourism sector, but few to none have examined the way social media promotes sustainable traveling. This study aims to examine Kembali Becik's traveling tips on Instagram. Designed with descriptive qualitative method, the data were obtained from Kembali Becik's Instagram account ([instagram.com/kembali.becik](https://www.instagram.com/kembali.becik)) in the form of captions and images. Furthermore, data were taken from the posts in six-month period (September 2022-March 2023). Data were analyzed using ecolinguistic theory of salience and visual image analysis. The results showcase certain language patterns in Kembali Becik's traveling tips, which include constant use of eco-lexicons such as adjectives and nouns. Moreover, the images also strengthen the positive message regarding sustainable practices that can be done while traveling in Bali. Further research needs to be conducted in order to evaluate the portrayal of sustainable traveling in various media.*

Keywords: *sustainable traveling, ecolinguistics, social media*

INTRODUCTION

A number of researchers have gradually raised issues on the relationship between language and ecology—hence, there is the term ‘ecolinguistics.’ Ecolinguists are in charge of examining the impact of language in reflecting ecological issues. It needs to be taken into account whether the language portrays positive or negative stories of the environment (Ma & Stibbe, 2022). Hence, as Chau et al. (2022) puts it, ecolinguistic studies have the power to influence people in taking social actions and solving environment-related problems. Various eco-friendly practices have been initiated, and it is due to numerous people’s awareness and knowledge (Ponton, 2023). In other words, it shows that social forces need to be taken into account in raising people’s awareness (Fill & Penz, 2018).

Studies on ecolinguistics have been done by researchers in different parts of the world (Ain et al., 2023; El-Sheikh et al., 2022; Mliless & Larouz, 2018; Zhdanava et al., 2021; Zuo, 2019). For example, Ain et al. (2023) evaluated the language of food commercials in multinational companies and how the campaigns represented nature in a positive way. In spite of that, few to none have discussed how environment is portrayed positively in words

(Zhdanava et al., 2021). Meanwhile, in Indonesia, researchers have evaluated different kinds of discourse (Isti'anah, 2020; Mantiri & Handayani, 2018; Perangin-Angin & Dewi, 2020; Rijal, 2019; Supatmiwati et al., 2021). As an instance, the most recent one was done by Istianah & Suhandano (2022) which analyzed Kalimantan tourism website. The findings revealed that positive feedback mostly dominate the website because the readers were satisfied by the image of Kalimantan environment.

Due to limited number of studies which highlights how social media promotes sustainable traveling, this study aims to examine Kembali Becik's traveling tips on Instagram through ecolinguistic lens. Kembali Becik is a collective forum that promotes sustainable traveling in Bali. The theory of salience was applied in this study, and it was proposed by Stibbe (2015). This theory explains the way one thinks, talks, and acts are related to stories they keep in mind, hence he named it "stories we live by". Further, he also strengthened that language plays a powerful role in shaping stories in mind, and influencing the choices we make. Hence, ecolinguistic studies that applied the theory of salience focuses on the language elements that stand out in certain discourse. Additionally, visual images were also analyzed by referring to the theory by Kress & van Leeuwen (2006). Thus, the aim of this study is delving into the eco-lexicons and visual images of Kembali Becik's traveling tips on Instagram.

METHOD

This study utilized descriptive qualitative method. Data were gathered in the form of captions and images from Kembali Becik's traveling tips on Instagram ([instagram.com/kembali.becik](https://www.instagram.com/kembali.becik)), which has 244 posts and 3.854 followers. In addition to that, the data collection process was done by selecting the posts from September 2022 to March 2023. After being collected, the data were classified and the use of eco-lexicons in the captions were analyzed using the theory of salience by Stibbe (2015). The next step was examining the visual images that accompany the captions by referring to Kress and van Leeuwen's theory (2006). Last but not least, conclusion and suggestions were drawn based on the results and discussion of this study.

RESULTS AND DISCUSSION

From the research results, it is evident that Kembali Becik's traveling tips on Instagram make use of eco-lexicons consisting nouns and adjectives. Furthermore, the visual images also portray positive image regarding sustainable traveling in Bali.

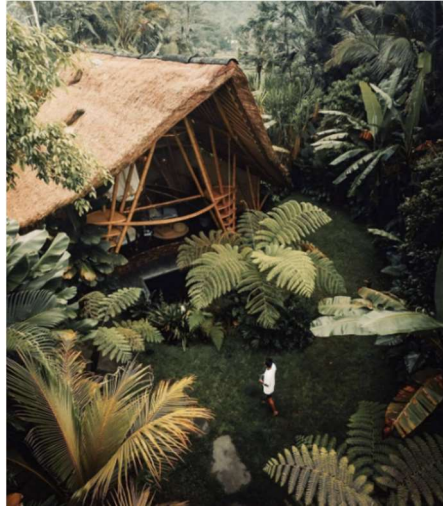


Figure 1. Eco-Lodge as Accommodation Option

(Source: [instagram.com/kembali.becik](https://www.instagram.com/kembali.becik))

- (1) “Imagine yourself staying at an **eco-lodge** surrounded by these incredible **scenery**. Every whisper from the **nature** will calm your mind, every **breeze** will soothe your soul, as those all are the charm of **nature**.”

In this case, datum (1) showcases the use of eco-lexicons in the form of nouns, such as *eco-lodge*, *scenery*, *nature*, and *breeze*. It needs to be highlighted that the context is giving recommendation regarding accommodation option. Through the caption, it can be indicated that living in a green environment offers health and well-being benefits. Furthermore, the visual image (see Figure 1) also underpins the message by presenting plenty of trees and other plants surrounding the accommodation.



Figure 2. Nature as Destination Choice

(Source: [instagram.com/kembali.becik](https://www.instagram.com/kembali.becik))

- (2) “Not only **beaches**, Bali also has the potential for other **natural** beauty such as **mountains**. Try to visit the northern part of this **island**. There is Mount Batur that will welcome you there. You can enjoy the beauty of the **sunrise** while visiting the **lake** and **hot spring**.”

Similarly, a number of eco-lexicons can also be found in datum (2). These include *beaches*, *mountains*, *island*, *sunrise*, *lake*, and *hot spring*. In addition to that, the use of the adjective *natural* also strengthens the environmental context. The highlight of the message is presenting Mount Batur as a tourist destination. Hence, the eco-lexicons are attributed to the possible activities when visiting Mount Batur, though the visual image only shows Mount Batur during sunrise (see Figure 2).

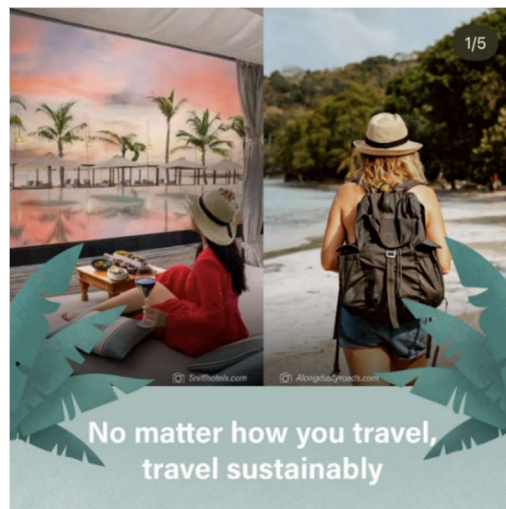


Figure 3. Sustainable Ways of Traveling
(Source: [instagram.com/kembali.becik](https://www.instagram.com/kembali.becik))

- (3) “Whether you’re traveling as a backpacker on a budget or on a spree, there are ways to make your trip more **earth-friendly**, from choosing a place to stay to modes of transport, and activities.”

The use of eco-lexicon in the form of adjective is also present in datum (3), namely *earth-friendly*. Additionally, the highlighted message deals with being able to choose the right lodging, transportation, and activities by adopting responsible and sustainable practices. The visual image depicts the situation where the tourist enjoys nature while traveling, which can persuade the readers to enjoy traveling in nature.



Figure 4. Bringing Sustainable Travel Kit
 (Source: [instagram.com/kembali.becik](https://www.instagram.com/kembali.becik))

(4) “All these necessary consumptions used when traveling can be minimized by replacing them with more **eco-friendly** options. By bringing these **sustainable** items, you can save more and have a better impact on the **environment**.”

Additionally, the use of more eco-adjectives can be found in datum (4), such as *eco-friendly* and *sustainable*. Another emphasis is placed on the noun *environment*. This is because the context of datum (4) highlights sustainable travel kit. It refers to a collection of environmentally-friendly products and items that can be used when traveling with the aim of reducing negative impacts on the environment. Sustainable travel kit, as seen in Figure 4, includes reusable items such as water bottles, tools and shopping bags. These alternatives are promoted in order to reduce the amount of waste produced during traveling.

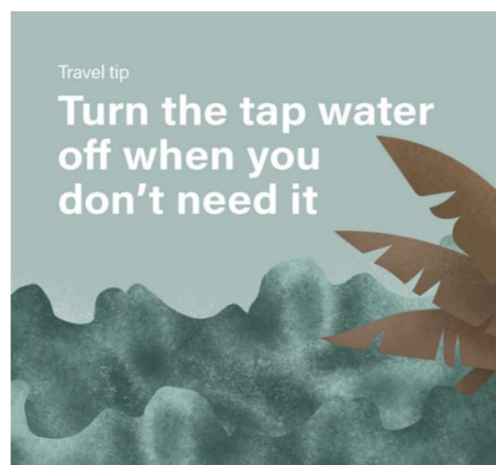


Figure 5. Minimizing Water Crisis
 (Source: [instagram.com/kembali.becik](https://www.instagram.com/kembali.becik))

- (5) “As **conscious** travelers, we can contribute by starting to do some **simple** steps in minimizing the **water crisis**. When you are brushing your teeth, washing your hair, cleaning your hands – turn off the tap when you don't need it.”

In datum (5), the use of the adjectives *conscious* can increase the readers' awareness that they are the ones in control of their own actions. Moreover, the highlight is also put on the adjective *simple*, influencing the readers' perceptions that preserving the environment can be started from small acts. The noun *water crisis*, which is one of today's environmental problems, is also utilized in datum (5). Despite the simplicity of the visual image, the message of paying attention to water use and turning off the tap when it is not needed can increase the readers' motivation in contributing to minimize negative impacts on the environment, and promote the long-term sustainability of water resources.



Figure 6. Celebrating World Environmental Health Day
(Source: [instagram.com/kembali.becik](https://www.instagram.com/kembali.becik))

- (6) “On this day, let's acknowledge the importance of the **harmony** between human and the **environment**. As a **conscious** traveler, supporting **environmental health** while enjoying what the **island** has to offer is totally **possible!**”

Furthermore, datum (6) showcases the use of the nouns *harmony* and *environmental health*. Two adjectives, namely *conscious* and *possible* are also worth-mentioning, because it strengthens the previous data that the readers are encouraged to take actions. Additionally, it is evident that the highlight of datum (6) is World Environment Health Day, which is a day dedicated to raising awareness about the importance of a clean and safe environment for human health and well-being. Activities that are suggested in datum (6) includes taking part in various

activities at the permaculture-community garden, shopping for organic products, and staying at an environmentally-friendly accommodation.



Figure 7. Earth-friendly Gift Ideas
(Source: [instagram.com/kembali.becik](https://www.instagram.com/kembali.becik))

(7) “Looking for **earth-friendly** gifts for the upcoming special day? We have rounded up few great ideas that will surely brighten not only your festive season but also helping **environment** and communities.”

Datum (7) depicts the use of adjective *earth-friendly*. The context is concerned with choosing earth-friendly gifts to buy when traveling, strengthened by the use of noun *environment*. Based on the information given in the visual images, these gifts are made from natural materials or waste that are reprocessed. The examples given include bags or hats made from woven leaves, which are the products of the local farmers.



Figure 8. Rethinking the Impact of Traveling
(Source: [instagram.com/kembali.becik](https://www.instagram.com/kembali.becik))

- (8) “Let’s also start thinking about the impact you will make during the trip. This will lead you to become a more **conscious** traveler that cares about the people and the **planet**.”

In this case, the adjective *conscious* and the noun *planet* reappear. Based on the context, it highlights the impact of traveling. Sustainable travel is constantly suggested by prioritizing responsibility when traveling, hence there is the term *conscious traveler*. Readers as travelers need to pay attention to the choices they make. Meanwhile, *caring about people and planet* showcases the primary focus of sustainable travel—which is environmental conservation and socio-cultural benefits.



Figure 9. Fact of Carbon Footprints in Traveling
(Source: [instagram.com/kembali.becik](https://www.instagram.com/kembali.becik))

- (9) “As the charts show that travel with the bus is the most **eco-friendly** way to go, consider to use public transport for your upcoming trip.”

Datum (9) shows the use of adjective *eco-friendly*. In this case, the context deals with total carbon footprints of all modes of transportation. It is suggested to take public transport as a means of transportation when traveling. Moreover, *leave only footprints, not carbon footprints* encourages readers to pay attention to every action they take and strive to reduce their carbon footprint by making environmentally-conscious choices. This highlights the need to minimize the release of carbon emissions that contribute to climate change and other environmental problems. In the image above there is an illustration of the carbon footprint produced from Jakarta to Bali based on each type of transportation.

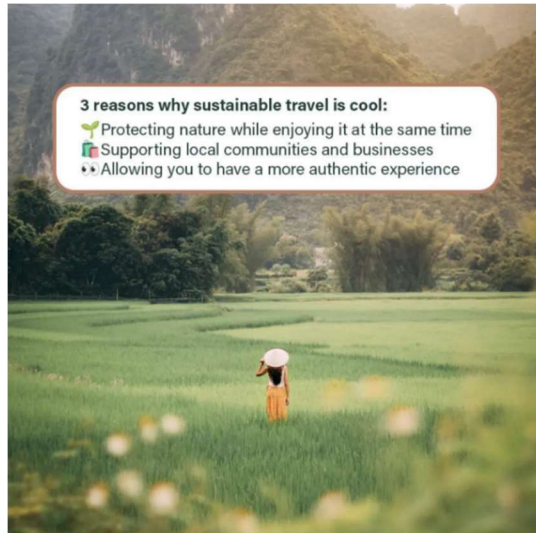


Figure 10. Benefits of Sustainable Traveling
(Source: [instagram.com/kembali.becik](https://www.instagram.com/kembali.becik))

- (10) “The way you travel matters! Not only for you, but also for the people and **planet**. Check out our Green Travel Guide for more **earth-friendly** travel tips!”

Last but not least, datum (10) shows the use of eco-lexicon *planet*, which is similar to the previous data. The adjective *earth-friendly* can also be found in datum (10), constantly showing the effort to shift the readers’ perspective to take actions in saving the planet. The visual image strengthens the message by highlighting the nature of Bali, showing the situation where one is surrounded by green environment while traveling (see Figure 10).

This study supports Stibbe's theory (2015) that language plays a crucial role in shaping stories in one’s mind. Furthermore, the research results also depict that the word choices keep a positive image regarding environment, which are in accordance with previous studies (Isti’anah, 2020, 2021; Zhdanava et al., 2021). Additionally, it needs to be highlighted how social media has the power to influence more people to be initiative in achieving sustainable tourism.

CONCLUSION AND SUGGESTIONS

In conclusion, Kembali Becik’s traveling tips on Instagram put the salience on the constant use of eco-lexicons consisting of adjectives (e.g. *earth-friendly*, *sustainable*, *eco-friendly*) and nouns (e.g. *island*, *planet*, *scenery*, etc.). Moreover, the visual images that accompany the traveling tips also emphasizes the positive message regarding the initiative to achieve sustainable Bali tourism. Due to the limitations of this study, further research to

examine more than one type of media needs to be conducted. Lastly, it is also hoped that critical discourse analysis can be applied in future ecolinguistic studies.

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