

ABSTRACT

Environmental issues have become one of the most pressing global challenges in the last decade. Realizing the current extraordinary development of digitalization, WALHI Jakarta also uses new media to campaign for emerging environmental issues, especially in the DKI Jakarta area. With the background mentioned above, the aim of this research is to find out how digital activism is carried out by WALHI Jakarta in campaigning for environmental issues. This digital activism complements each other in forming a holistic WALHI Jakarta digital strategy. By empowering communities, strengthening pressure on policy makers, and increasing public understanding, WALHI is able to transform complex environmental issues into movements that are relevant and accessible to all levels of society.

Keywords: *Digital Activism, Instagram, Environmental Issues.*