

# Analysis of the Communication Model in Greta Thunberg Environmental Campaign on Instagram

## (A Study of Aristotle's Rhetoric in the Digital Era)

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### Abstract

*This study examines the communication model in Greta Thunberg's environmental campaign on Instagram using Aristotle's rhetorical approach: ethos, pathos, and logos. The research explores how Greta builds credibility as an activist (ethos), engages audience emotions to raise awareness (pathos), and strengthens her arguments with scientific data (logos). A library research content analysis of selected posts from @Gretathunberg identifies communication patterns in her digital campaign. Findings indicate that Greta effectively utilizes Instagram as a persuasive communication tool. Ethos is built through her global recognition as a young activist. Pathos is evident in emotional language, strong metaphors, and urgent calls to action, while logos is reinforced through scientific evidence and expert references. Instagram's visual and interactive features enhance message dissemination, enabling audiences to actively engage, share content, and participate in discussions rather than being passive recipients. This study concludes that Aristotle's rhetorical theory remains highly relevant in digital communication. Through a strategic combination of ethos, pathos, and logos, Greta Thunberg successfully mobilizes a global movement, raising public awareness and driving participation in climate action.*

**Keywords:** Rhetoric, Instagram, Campaign, Social Media, Activism

### INTRODUCTION

Social media has undergone rapid development in recent decades and has transformed the way people communicate and interact. With the emergence of social media platforms like Instagram, society now has unlimited access to share information, opinions, and even influence each other on a global scale. Instagram is not only a medium for communication; social media now plays a significant role in disseminating information broadly and quickly. Social media users can easily follow trends, stay updated on current news, and engage in discussions about political and social issues. Therefore, social media has become one of the most powerful tools for shaping public opinion today. The rapid advancement of communication technology and media has also become a medium for cultural transformation in society. Through communication technology, mass media has increasingly expanded and expressed itself across almost all aspects of human life (Suyono, 2020).

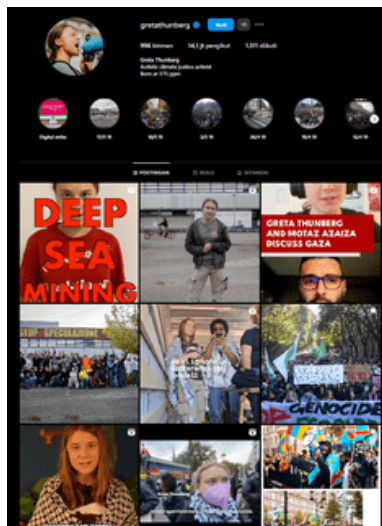
Rhetoric is one of the communication models used to effectively convey messages with the aim of influencing audiences. It involves the use of persuasive and intelligent language, a convincing delivery style, and logical arguments to achieve specific objectives, whether in the form of speeches, writings, or conversations. The rhetorical communication model plays a vital role in addressing various social and political issues today. Aristotle, an ancient Greek philosopher, developed the theory of rhetoric. This communication model explains how a speaker can influence an audience through speeches or writings. Aristotle's rhetorical theory focuses on three main elements: ethos, pathos, and

logos, which correspond to the speaker's credibility, the audience's emotions, and the logic or arguments presented.

Instagram offers features that enable the application of these three elements to influence large audiences in a short time. Hence, Aristotle's rhetoric is not only relevant in the context of public speaking but also highly applicable in the modern digital and social media landscape. The phenomenon of activists on Instagram is an example of how rhetoric operates on social media. Messages conveyed by public figures, celebrities, or even ordinary individuals can spread quickly and spark widespread discussion. Aristotle's rhetoric explains how these figures can use ethos to establish credibility and gain trust, pathos to evoke the audience's emotions, and logos to construct and reinforce reasonable arguments. In many cases, this phenomenon has the power to shift public opinion and even influence decisions.

Instagram, as a visually many platform, has provided unique opportunities for activists to leverage the power of images, videos, and narratives simultaneously. Features like stories, reels, and carousels allow campaign messages to be delivered in an engaging and dynamic way. In the context of environmental campaigns, such as those conducted by Greta Thunberg, the use of these visual elements becomes key to capturing the attention of a global audience with diverse cultural and social backgrounds. Additionally, Instagram's algorithm, which promotes popular content to a wider audience, further enhances the reach of messages, making the platform a highly effective tool for raising awareness about important issues. One example is Greta Thunberg, an environmental activist from Sweden. Greta uses her Instagram account, @Gretathunberg, to promote her activist campaigns. In these campaigns, Greta frequently utilizes ethos by presenting herself as a respected and admired figure to gain support from her followers. The use of pathos is evident when Greta stirs emotions through personal stories or compelling images. Meanwhile, logos or logical reasoning is employed to support her arguments with data or facts. Thus, Instagram becomes a platform where Aristotle's rhetoric is applied in a modern context.

Greta Thunberg's popularity is also supported by the interactivity offered by Instagram. Her followers are not just passive consumers of the messages she shares, but are also actively involved through features like comments, likes, and shares. This interaction strengthens the emotional appeal and expands the reach of the campaign. In this context, Instagram not only functions as a one-way communication platform but also as a space for discussion and collaboration that enables the creation of a community concerned with environmental issues. The presence of this community reinforces the impact of Greta's campaign, demonstrating that the use of Aristotle's rhetoric not only changes individual opinions but also shapes a larger collective movement. In a persuasive process, a strong message structure is essential, and it begins with the characteristics of the message source. The characteristics of the message source are an essential aspect to consider in the communication process, as the effect of the message received by the communicant can be influenced by the communicator's credibility (Ayuningtyas, 2021).



Source : Instagram @Gretathunberg

Social media, particularly Instagram, provides every individual with the opportunity to become a "rhetor" or an effective message conveyor. It is no longer limited to activists, politicians, or prominent orators; instead, every Instagram user now holds the power to influence others through rhetoric. They can build their own ethos by creating a credible digital identity through their background or experiences, use pathos to draw on the emotions of their followers, and construct logical arguments with logos to deliver compelling messages. In this context, Aristotle's rhetorical theory helps explain why certain messages or content are more effective in influencing public opinion than others. Beyond celebrities, many politicians use social media to communicate directly with their constituents. The use of social media by politicians allows them to bypass traditional media intermediaries and convey their messages directly. In this scenario, Aristotle's rhetoric offers a framework to understand how Instagram users employ ethos, pathos, and logos to build opinion support. Their ethos establishes credibility, while pathos is used to evoke motivation, emotions, and hope. Logos is employed to construct persuasive arguments and policies, ensuring that the message is logically accepted by the audience. However, while Aristotle's rhetorical theory can be used to shape public opinion, social media is also often misused, particularly in the spread of disinformation or hoaxes. Irresponsible social media users frequently exploit rhetoric to confuse or manipulate their audience. They might falsely leverage ethos to establish credibility, use pathos to incite fear or hatred, and distort facts to create misleading arguments or opinions. This shows that while rhetoric is effective, it also carries the potential for misuse. As an art of persuasion, rhetoric is a communication model that can be used for good or bad purposes, depending on the communicator's intentions.

Instagram also makes it easier for audiences to access accurate information or unknowingly consume misinformation. It is crucial for social media users to understand how rhetoric works so they can identify manipulative or misleading messages. Understanding ethos, pathos, and logos helps the audience critically evaluate the information they encounter on Instagram. Environmental activist Greta Thunberg leverages Instagram as a medium to apply Aristotle's rhetorical communication model. One key element, pathos, is frequently used to evoke emotions in her audience. In several Instagram posts, Greta shares persuasive information based on facts and data, but with an emotional and "fiery" design. Greta is not only an activist focused on environmental issues but also engages in political and social discussions. This study will focus on her use of Instagram, @Gretathunberg, to campaign about environmental issues. Greta Thunberg understands the pathos element in rhetorical communication. As an Instagram user and activist, Greta is cautious about messages that emphasize emotion without logical evidence. Meanwhile, ethos is often used by Greta to influence audience behavior, as seen in some of her posts where her campaigns attract a group of audiences supporting her opinions. In building ethos, Greta Thunberg has received various awards and nominations, including *Time Person of the Year 2019*, a Nobel Peace Prize nomination, and opportunities to speak at high-level UN conferences in 2018 and 2019 regarding the environment, leading to widespread support in her Instagram comments.

On a broader scale, Aristotle's rhetoric is frequently employed by public figures to address important issues. In a campaign, a figure uses a combination of ethos, pathos, and logos to garner public opinion support. Ethos is established through background credibility, pathos is used to evoke empathy, emotions, and hope, while logos strengthens arguments with supporting data and facts. This makes Instagram an effective platform to promote campaigns through proper rhetoric. In the digital era, social media also allows the general public to participate in public discussions. Features like likes, comments, and shares enable Instagram users to partake in the rhetorical process. As an audience, they are also engaged in a continuous persuasion process, whether by supporting or opposing the messages conveyed. This process aligns with Aristotle's rhetorical theory, where the audience is not merely passive receivers but also play a role in determining the effectiveness of the message delivered.

A campaign can drive significant changes in global society, such as those concerning climate change, which are often initiated and propelled by social media discussions. These campaigns use Aristotle's rhetorical elements to attract attention and build audience support. Pathos is often employed to evoke strong emotions, while logos and ethos are used to provide credibility and logic to the movement's demands. Instagram has become a platform for campaign rhetoric, where ideas can be shared and discussed on an unprecedented scale. However, with great persuasive power comes great

responsibility. Instagram users need to be aware of how rhetoric is used to influence them. While the platform provides opportunities for marginalized voices to be heard, there is also the risk of persuasive power being misused for unethical purposes. It is essential to understand rhetorical theory to become a more critical audience. This study further examines how Aristotle's rhetorical theory can be applied to Greta Thunberg's environmental campaigns on Instagram. Greta Thunberg uses Instagram to shape audience opinions through her environmental campaigns. This study will analyze how ethos, pathos, and logos are effectively utilized. Through this research, a deeper understanding of how Instagram functions not only as a communication tool but also as a powerful persuasive tool in shaping public opinions, perspectives, and behaviors will be gained.

Aristotle rhetorical theory was developed before digital era, this study highlights its continued relevance in the digital communication landscape. The novelty of this research lies in demonstrating how ethos, pathos, and logos function differently in social media environments, where visual storytelling, direct audience engagement, and interactive features reshape traditional rhetorical applications. This study contributes to the academic discourse by analyzing how Aristotle's rhetorical framework evolves in digital activism, particularly in Instagram based campaigns. The urgency of this study lies in the growing influence of digital activism on public opinion and policy-making. Greta Thunberg's environmental campaign has mobilized millions worldwide, demonstrating the power of social media as a persuasive communication tool. However, while various studies have explored online activism, few have analyzed how classical rhetorical strategies function in digital platforms. This study fills this gap by examining the application of Aristotle's rhetorical model in Greta Thunberg's Instagram campaign, providing insights into the adaptation of classical persuasion techniques in modern digital communication.

### Rhetoric Theory Aristotle

The rhetorical theory developed by Aristotle around 350 BC has become one of the classical foundations in the art of persuasion. In his book, *Rhetoric*, Aristotle argued that persuasion is not merely about delivering information but also about how the information is received and processed by the audience. He identified three main elements in rhetoric: ethos, pathos, and logos, all of which are interconnected in creating a persuasive message. In Aristotle's rhetorical theory, it is explained that achieving effective persuasive communication requires three components: the speaker, the message, and the listener or recipient of the message. Aristotle also emphasized three critical elements:

- a. **Ethos**, which relates to the speaker's credibility. Aristotle stated that speakers with a good reputation and expertise in their subject are more likely to convince the audience. Moreover, the speaker must demonstrate morality and integrity to build trust. In the modern context, ethos can be reflected in a person's professional profile, including their education, experience, and influence on social media. In the context of social media, ethos is not only about a speaker's expertise but also their authenticity and consistency. Digital activists like Greta Thunberg build ethos not only through their knowledge but also through their personal experiences, continuous engagement, and recognition by institutions or global organizations. Unlike traditional rhetoric, where ethos is mainly based on professional credibility, social media ethos also includes how the audience perceives the communicator's sincerity and long-term dedication to a cause.
- b. **Pathos**, on the other hand, focuses on the emotional appeal directed at the audience. Aristotle understood that emotions could influence an individual's decisions and perspectives. Messages that evoke sympathy, anger, or joy are often more effective in motivating the audience to act. In social campaigns, the use of heartfelt personal stories often serves as a powerful tool of persuasion. In digital activism, pathos is often amplified by visual content, such as emotionally charged images, videos, and personal storytelling. Greta Thunberg's campaign frequently uses powerful metaphors and urgent language to evoke emotions like anger, fear, and hope. In contrast to traditional rhetoric, where emotions are conveyed through speeches or texts, digital rhetoric integrates

multimedia elements to enhance emotional engagement and make messages more relatable to a global audience

- c. **Logos** encompasses logic and reasoning within the argument presented. Aristotle emphasized that an argument should be supported by strong facts and evidence to be logically accepted by the audience. In modern digital communication, logos is reinforced through the use of data visualization, infographics, and expert testimonies. Greta Thunberg strengthens her campaign with scientific reports, climate statistics, and quotes from researchers, ensuring that her messages are not just emotionally persuasive but also factually compelling. The combination of ethos, pathos, and logos in social media enables messages to spread faster and reach a broader audience than in traditional public speaking context. The use of statistics, research findings, and in-depth analysis are examples of the application of logos in the modern context, where audiences often expect arguments to be based on valid data. Social media users who utilize statistics to demonstrate the positive impacts of a specific social program can strengthen their arguments and encourage audience engagement (Thompson, 2014).

Overall, Aristotle's rhetorical theory teaches that the combination of ethos, pathos, and logos is essential in crafting a persuasive message. Understanding these three elements can help individuals and organizations communicate more effectively, whether on social media or in other contexts.

### **The Application of Rhetorical Theory on Instagram**

Social media, especially Instagram, provides a space for individuals and groups to share information and shape public opinion, where Aristotle's rhetorical theory can be applied. Speakers need to consider three rhetorical elements—ethos, pathos, and logos—to create persuasive messages. Credibility (ethos) is important because users tend to follow accounts with a good reputation. Consistent content and authentic interactions enhance trust. Emotional appeal (pathos) plays a significant role as messages that evoke emotions are more likely to go viral. Images and videos can amplify this emotional impact. Logic (logos) adds legitimacy by presenting accurate facts. All three can influence public opinion and behavior. An example of this application is activist campaigns on Instagram, which combine ethos to build trust, pathos to touch emotions, and logos to strengthen arguments with data. Credible and consistent environmental activists can influence public opinion and motivate social change through the combination of these three elements.

Representation theory also examines how meanings are generated and conveyed through various media and communication practices within society. This process involves coding, whereby producers of representation select, edit, and assemble specific meanings into symbols and signs. (Hall, 2017), asserts that "meanings are shaped by systems of representation, and are established through codes that connect our conceptual systems with language systems." In this regard, representation not only depicts reality but also shapes how we understand the world through the process of coding.

### **RESEARCH METHOD**

This research is using qualitative method, which aims to describe the systematic use of Aristotle's rhetorical elements (ethos, pathos, logos) in Greta Thunberg's digital campaign. The focus of the research is on in-depth interpretation of the content and messages conveyed through the @Gretathunberg Instagram account. In this research, the approach used is qualitative to analyze Greta Thunberg's campaign on Instagram based on Aristotle's rhetoric theory. This approach was chosen to explore the phenomenon in depth without testing hypotheses or causal relationships.

Because this research is using library research, which aims to describe the systematic use of Aristotle's rhetorical elements (ethos, pathos, logos) in Greta Thunberg's digital campaign. The focus of the research is on in-depth interpretation of the content and messages conveyed through the @Gretathunberg Instagram account. For the types and sources of data in this research, the data that

will be used are library research including Instagram content, including texts, images, and videos uploaded by Greta Thunberg on Instagram, while for secondary data sources: Articles, journals, and books that discuss Aristotle's rhetorical theory as well as research related to digital campaigns. The data collection techniques that the author will use are Documentation Analysis by collecting data from Greta Thunberg's Instagram posts, including text, visuals, and audience interactions and also Literature Study: Reviewing relevant literature, such as Aristotle's rhetoric theory, social media campaigns, and previous research on Greta Thunberg. Meanwhile, to analyze the library research Instagram content, it will be analyzed using content analysis techniques by focusing on:

1. Ethos: How Greta builds her credibility as an environmental activist.
2. Pathos: How Greta evokes the audience's emotions through narration, images and videos.
3. Logos: The use of data and facts to strengthen campaign arguments.

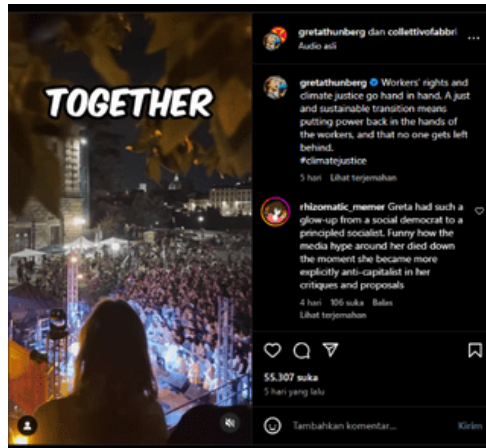
To ensure data validity, source triangulation was conducted by comparing the results of Instagram content analysis with related literature and research. This methodology is designed to provide an in-depth picture of how Greta Thunberg uses Aristotle's rhetorical theory in her environmental campaign on Instagram, as well as the effectiveness of these elements in influencing public opinion.

## RESULTS AND DISCUSSION

This study builds upon previous research on digital rhetoric and activism. For instance, Dhia et al. (2021) analyzed the use of Aristotle's rhetorical model in political campaigns on social media, highlighting how ethos, pathos, and logos influence public perception. However, unlike political rhetoric, Greta Thunberg's campaign relies less on institutional credibility (ethos) and more on emotional appeals (pathos) and scientific evidence (logos). In contrast, Azahra & Prameswari (2022) examined how Instagram is used by vegan activists to promote sustainable living, showing that their rhetorical strategy relies heavily on ethical arguments and community engagement. Unlike these campaigns, Thunberg's approach is more confrontational and urgent, often using strong language to push for immediate action. This comparison highlights how classical rhetoric adapts to different digital contexts and strengthens the novelty of this study by showing how Aristotle's rhetorical model remains relevant in various forms of online activism.

The current phenomenon of social media can be seen as an application of Aristotle's rhetorical theory through various campaigns that influence public opinion. One example of such a campaign is the environmental campaign led by Greta Thunberg. Greta Thunberg is a young activist who campaigns on social media and has even spoken on international stages. Greta builds her ethos by emphasizing her position as a generation that will face the worst impacts of climate change caused by environmental destruction. This is because Greta was born in 2003, meaning her generation will be most affected if environmental degradation continues. Her credibility as an activist deeply concerned with environmental issues has helped her gain sympathy and support not only from fellow activists but also from the general public, politicians, and scientists.

In addition to building ethos, Greta Thunberg also effectively uses pathos to evoke emotions in her audience. She often delivers messages with urgency and anger, such as in her Instagram post "Climate Justice Now," which aims to stir a sense of responsibility and concern about the environmental condition. The emotions she evokes are not only fear but also a moral obligation to act immediately, and these emotions are channeled into society, making them feel passionate about the cause. Furthermore, logos is also applied by providing scientific data about global warming and its environmental impacts, strengthening her argument with undeniable evidence, such as by bringing in people who are directly affected. The combination of these three elements makes Thunberg's campaign highly effective in influencing public opinion on climate change.



Source : Content “*Climate Justice Now*” Greta Thunberg

## 1. Ethos

On Greta Thunberg's Instagram, the ethos she creates is very strong because she is seen as a young figure with integrity and a special concern for the environment. Her credibility is strengthened by the various concrete actions she has taken, one of which includes speaking at international forums. On social media, many people identify her as a courageous and committed young person, making the messages she conveys more trusted by the public. Greta's ethos is further reinforced by the global recognition she has received, including her nomination for the Nobel Peace Prize and being named Time Person of the Year. Unlike politicians or celebrities who rely on institutional authority, Greta's ethos is based on her persistence and personal commitment to climate activism. This authenticity resonates with her audience, making her messages more persuasive. Additionally, her ability to consistently engage in climate discussions whether through social media or real-world protests demonstrates a long-term dedication that strengthens her credibility.



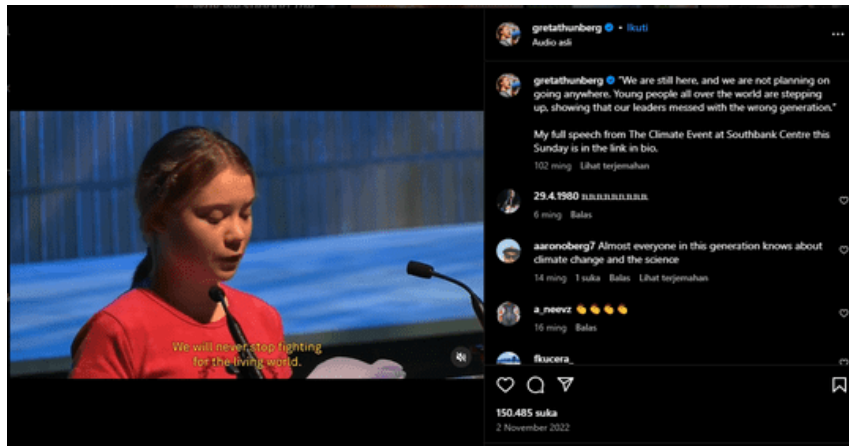
Source : Greta Thunberg Speech “*How Dare You*” in United Nations Summit Forum

## 2. Pathos

Pathos, or emotional appeal, in every environmental campaign is evident in how Greta delivers her messages with deep emotion. She often uses metaphors and personal narratives to emotionally influence her audience. One of the most examples of her use of pathos is her speech at the UN Climate Action Summit, where she emotionally declared, 'How dare you?' to world leaders. This phrase became a viral symbol of climate activism, intensifying the urgency of her campaign. On Instagram, Greta frequently posts content that highlights the suffering of communities affected by climate change, such as indigenous groups facing deforestation or coastal populations threatened by rising sea levels. This emotional storytelling increases audience engagement and encourages followers to take action by signing petitions or joining climate strikes. Greta frequently uses motivational words to encourage unity in a common cause, such as in one of her Instagram posts that became a highlight in 2022, the phrase “we will never stop fighting for the living world,” which aims to evoke empathy and concern from a global audience. In this context, the speech targets automotive industry leaders who are indifferent to the environment, especially the burning of fossil fuels, as it contributes to climate



change that disrupts temperature and weather patterns on Earth.



Source : Greta Thunberg *Speech* in Climate Event Southbank Centre

### 3. Logos

From the perspective of logos, Greta Thunberg uses valid scientific data to support her arguments about climate change and environmental destruction. Her use of logos is evident in posts where she references reports from the Intergovernmental Panel on Climate Change and scientific studies on carbon emissions. Unlike traditional rhetorical speeches that rely on verbal argumentation, Greta leverages Instagram's multimedia capabilities by sharing graphs, statistics, and expert opinions in visually engaging formats. By consistently presenting evidence-based arguments, she mitigates skepticism and strengthens her credibility as a climate activist. Her arguments are based on facts that are widely recognized by the scientific community, which strengthens the messages she conveys. By combining this evidence with emotional appeal and personal credibility, Before sharing a powerful message in the media, personal credibility becomes an essential part of self-image in the media. The way one presents themselves and expresses a message influences how others perceive them. Online self-image serves as a medium to showcase one's best side in alignment with their personal self-image, both in the front stage and back stage, which ultimately shapes a person's perception (Satyanandani, 2023). One example is her Instagram post about the situation in the Ecuadorian Amazon, where, for the second time in two years, in 2020 and 2022, the OCP oil pipeline leaked, causing crude oil to spill into the Coca and Napo rivers. This had a significant impact on the Kichwa indigenous people who live off the river. The logos of this campaign lies in the fact that the OCP oil pipeline has leaked twice, affecting the Kichwa indigenous population.



Source : Greta Thunberg's Campaign Post Regarding the OCP Oil Spill



### Five Canons Rhetoric in Greta Thunberg's Instagram

In addition to the elements of ethos, pathos, and logos, Aristotle's five canons of rhetoric also serve as a guide and can be applied in Greta Thunberg's Instagram campaign, which aims to create persuasive messages and arguments as follows:

1. **Inventio:** The process of developing arguments in a social media campaign often involves research and selecting topics that are relevant to the audience. In this study, Greta chose the topic of climate change because of its global relevance, such as the impacts of climate change and the destruction of natural resources.
2. **Dispositio:** Organizing the message is crucial in social media. Greta's messages are often strategically structured, starting with capturing the audience's attention, such as using a hook in social media strategy, attaching data, and ending with a call to action.
3. **Elocutio:** The style of delivery in Greta's Instagram campaign tends to be simple yet powerful. She uses language that is easy to understand and emotional, with her natural appearance and other supporting elements, such as engaging the public to share the message, to capture the audience's attention.
4. **Memoria:** The ability to remember the key points in a social media campaign is also important, especially when an activist has to speak on various platforms. A strong memory helps ensure their message remains consistent across different events. This is what Greta does when campaigning on Instagram and when invited to speak on YouTube, consistently delivering the same message: "Climate Justice Now."
5. **Actio:** The delivery of Greta's message on Instagram involves how she presents herself both visually and verbally. She uses an enthusiastic and sometimes aggressive style of delivery to create a lasting impression on the audience. Additionally, her clenched fist gestures and imagery that aligns with the environmental cause make her Instagram content attract public attention.

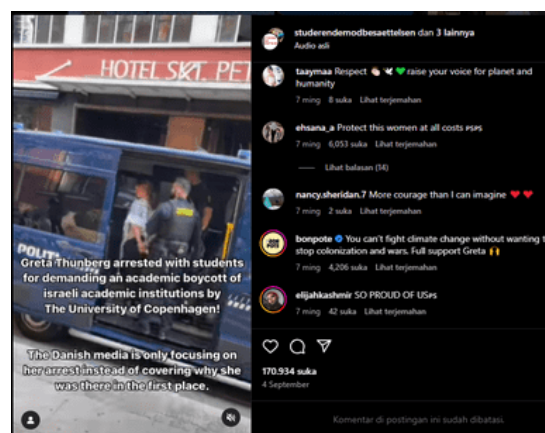
Looking at the five canons of Aristotle's rhetoric that can be applied to Greta Thunberg's environmental campaign related to climate change on Instagram @Gretathunberg, in the Inventio stage, Greta chose the topic of environmental damage leading to climate change, which is highly relevant and urgent today, such as prolonged heat waves. In Dispositio, her campaign messages are well-structured, starting with an emotional narrative to capture attention, followed by scientific data and facts, and ending with a call to action for the audience. Through Elocutio, she also uses simple yet emotional language, making her messages easy to understand and deeply felt. Although Greta was born in Sweden, she also uses English in every campaign because English is a universal language. Memoria also plays an important role, allowing Greta to deliver consistent messages across various media platforms and forums. Finally, in Actio, Greta's passionate and intense visual and verbal delivery makes the audience feel emotionally connected and strengthens the rhetorical impact.

Aristotle's rhetorical theory provides a strong framework for understanding how communication can influence public opinion, especially in the context of social media communication. This aligns with the five canons (which serve as a guide), as according to Aristotle, to strengthen persuasive messages, three parts are needed: Greta as the speaker, the environmental safety campaign message (the speech), and the audience as the message recipient (the listener). Furthermore, Aristotle also emphasized three key elements in persuasive communication: ethos, pathos, and logos. These three elements remain relevant in everyday interactions. The use of social media today has significantly changed the delivery and reception of messages. Ethos, which refers to the credibility of the speaker, becomes very important on social media. Social media users often determine credibility based on the reputation of individuals or groups they follow. A person with a positive image and expertise in a particular field can build trust with their audience. Social media audiences are more likely to accept information from sources they

perceive as credible, making it important for speakers to consistently demonstrate integrity and relevant knowledge.

Pathos, or emotional appeal, plays a major role in attracting audience attention on social media. Messages that evoke emotions such as sympathy, anger, or excitement are more likely to go viral, thus reaching a wide audience from diverse backgrounds. In this study, Greta often uses personal stories or evocative visual content to create an emotional connection with her audience. This underscores that emotion can influence someone's decisions and viewpoints, making it vital to craft messages that touch the hearts of the audience. Logos, or the logic behind an argument, also remains relevant in the digital context. Although emotions may capture attention, strong arguments based on data and facts are needed to convince the audience of the reasons or background behind the message being conveyed. Instagram provides a platform for users to share data, research, and analysis that supports their messages. Therefore, it is important for users to present relevant and logical evidence to strengthen the arguments they communicate.

The influence of Aristotle's rhetoric is also evident in the communication strategy used by Greta Thunberg through her Instagram. She often designs environmental campaigns by leveraging all three elements to achieve her goal of changing public opinion to be more concerned about the environment around them. In this study, Greta addresses various content related to her environmental campaigns, inviting her audience to become more aware of environmental issues. Greta frequently combines her personal experiences, which evoke emotion, with statistical data showing the impact of these issues. She also emphasizes her credibility, despite facing both support and criticism, as Greta is considered an autistic child and young in age. This approach allows her to change her audience's opinion and simultaneously shape them into solid supporters of her stance. This can be seen in one of her posts, where, during her campaign, she was detained by security forces, but on Instagram, she received significant support from her audience.



Source : Post of support for Greta Thunberg

Instagram's algorithm also influences how messages are conveyed and received. This social media platform often prioritizes content that grabs attention, meaning that more emotional messages may be viewed more frequently than those that are informational or logical. This creates a challenge for those who want to communicate fact-based messages, as they may struggle to reach a wider audience. The shift in communication methods also demands that social media users become more critical in evaluating the information they receive. They must be able to distinguish between credible and unreliable sources and recognize when messages are designed to manipulate their emotions. Education on media literacy is becoming increasingly important so users can make better decisions about the information they consume and share.

Ultimately, the author finds that the relevance of Aristotle's rhetorical theory in the digital era shows that the principles of good communication remain the same, even though the context has changed. In efforts to influence public opinion, it is important for an individual or group to understand and effectively apply the elements of Aristotle's rhetorical communication model. By combining

credibility, emotional appeal, and sound logic, they can enhance their ability to communicate with audiences on social media while maintaining the integrity of the information presented. In relation to the case study of Greta Thunberg campaigning for environmental safety on Instagram, Aristotle's rhetorical theory is highly relevant in explaining the success of her campaign regarding environmental safety and its impact on climate change. Greta consistently uses ethos through her personal credibility as a vocal and authentic young activist, supported by other activists who contribute to some of her content. Pathos is clearly visible in her emotional speeches, particularly when she expresses anger and concern for the future generations, as a damaged environment will impact them. Logos is represented by the scientific data and facts Greta always includes to support her arguments about the climate crisis, with this data based on case studies, interviews with affected victims, and surveys. By combining these three elements, Greta has been able to influence public opinion globally, mobilize millions to take action, and pressure corporate leaders to care more about the environment, which will have a serious impact on climate change.



Source : Greta Thunberg and Audience Campaign “Environmental Safety”

## CONCLUSIONS AND SUGGESTIONS

This study demonstrates that the Instagram from the account @Gretathunberg successfully captures audience attention and empathetic by applying Aristotle's rhetorical communication model. This study demonstrates that Aristotle's rhetorical theory is highly relevant and effectively applied in modern social media campaigns, particularly through the case study of Greta Thunberg's environmental campaign on Instagram. Greta strategically uses the elements of ethos, pathos, and logos to build her credibility, evoke the audience's emotions, and support her arguments with data and scientific facts. Her ethos is formed from her position as a young activist representing the generation most affected by climate change, in addition to her presence on international platforms. Pathos is applied through emotional messages that urge the audience to care and feel responsible for the current environmental situation. Logos is reinforced by scientific data supporting her campaign, such as the tangible impacts of environmental damage and climate change. Furthermore, the application of Aristotle's five canons of rhetoric (five canons serve as a guide) on Instagram @Gretathunberg further strengthens her message through good structure, simple yet powerful delivery, and the use of compelling visuals that grab the audience's attention. In this regard, Greta has effectively leveraged social media to shape global public opinion. This study reaffirms that Aristotle's communication principles remain relevant in today's digital era, as seen through the use of Instagram, by showing how integrated credibility, emotion, and logic can enhance the influence of communication on audiences. The case study of Greta Thunberg proves that this approach has successfully inspired many people to take action in the face of climate change.

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