

In analyzing the messages conveyed through objects, so far semiotic analysis is an analysis that is easy to use. After the author analyzes the posters posted by Greenpeace on the official Instagram account during the Chasing The Shadow Campaign, Greenpeace is one of the environmental NGOs that use signs to convey messages to their audiences to increase public awareness. In addition, through its posts, Greenpeace also wants to convey a message to the government to immediately take further steps to prevent the climate crisis, especially to reduce air pollution in Indonesia. From the analysis above, the authors reveal that Greenpeace has succeeded in increasing public awareness through the CaTS campaign, as evidenced by the enthusiasm of the public in participating in events held by Greenpeace through the CaTS campaign. In terms of government policy, Greenpeace has done its job well as an ENGO in voicing people's aspirations for the government through the CaTS campaign.

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