

A Sustainability Communication Model For Supporting Green Transportation (A Qualitative Content Analysis on the TikTok account @eos_indonesia's Social Media Marketing of Electric Vehicles)

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ABSTRACT

The low adoption of electric vehicles in Indonesia (1–1.2%) indicates a gap in public communication narratives that have not been able to build a sense of environmental "security" for the public. Amid the climate crisis and the 2060 Net Zero Emission target, the TikTok account @eos_indonesia plays a role as a communication actor actively promoting electric vehicles with a safe and comfortable narrative through digital content, in contrast to competitors who generally only focus on the technical aspects of the product. This study aims to identify how sustainability messages are constructed through visual elements, language, and narrative as a form of marketing in sustainability. This study uses a content analysis method, combining a sustainability communication approach and securitization theory. This study uses securitization theory which refers to the process by which certain issues are portrayed as threats that require action. This process includes efforts to convince the public that issues (such as terrorism, immigration, or climate change) pose a serious risk of existential threat to security. The focus of this research is on the framing strategies used by TikTok content creator @eos_indonesia in marketing electric vehicles on social media. This study uses a qualitative research method with a content analysis approach. To ensure the depth of this data, several methods are used to collect information. These methods consist of interviews, digital participatory observation and documentation. The data collection is an analysis of the TikTok account @eos_indonesia content data that will be taken with a period of January - June 2026 according to the classification that has been made, the data collected includes: video content (visual, audio and narrative). and content analysis has stages, starting from determining the unit of information, data sampling, recoding or recoding data (coding), grouping based on certain categories until finally interpreting the meaning contained in the message content. The results of this study, as presented on the TikTok account @eos_indonesia, describe electric vehicles as the newest and most environmentally friendly transportation solution, which is conveyed through educational content narratives and highlights the benefits of electric vehicles in everyday life. The published content consistently builds the view that the use of electric vehicles is safe, comfortable, and beneficial for environmental sustainability. This strengthens public acceptance of the transition to more sustainable transportation.

Keywords: Sustainability Communication, Electric Vehicles, Content Analysis, TikTok, EOS Indonesia.

1. INTRODUCTION

The global environmental crisis poses a major threat that endangers the balance of ecosystems and human survival. Climate change, deforestation, pollution, and species extinction are accelerating the problem of environmental pollution, which continues to increase and become increasingly difficult to control. The environmental crisis is not only a technical and scientific problem, but also reflects a crisis of values and community involvement (Febryanti, 2025). In response to the ongoing climate and environmental crisis, the Indonesian

government has created *the Net Zero Emission (NZE) program* by 2060. *Net Zero Emission (NZE)* or zero carbon emissions is a condition in which the amount of carbon released into the atmosphere is no greater than the amount of carbon absorbed by the earth. To achieve this condition, a shift from the current energy system to a cleaner energy system is necessary to achieve a balance between human activities and the natural environment (Zahira & Fadillah, 2022).

Indonesia has declared its readiness to enter the electric vehicle era and emphasized that building a national electric vehicle ecosystem is part of Indonesia's contribution to ASEAN economic cooperation. This plan is further strengthened by the issuance of Presidential Regulation Number 55 of 2019 concerning the acceleration of the battery-based electric motor vehicle (BEV) program for road transportation (Prasetyo & Rukmana, 2025). Electric vehicles also make a positive contribution to achieving sustainable economic goals. Green economy initiatives began in 1992, at the UN Conference in Rio de Janeiro, which served as the foundation for the concept of sustainable development. The UN Environment *Program* explains that a green economy focuses on growth that improves welfare and social equity, while reducing the risk of environmental damage. The electric vehicles currently being developed are one innovation in achieving the green economy program in the transportation sector (Zola et al., 2023).

One way to reduce the negative effects of disasters, including climate change caused by increased greenhouse gas emissions in the atmosphere, is to encourage sustainability in the transportation sector due to high carbon gas emissions, because our government has a sustainability strategy or sustainability communication (*SC*) is a newly used term. In general, Sustainability Communication is described as a global social process consisting of a series of recurring contributions and conversations, with the aim of achieving a better life in the ecological, economic, and social fields (Golob et al., 2023).

A number of studies in sustainability communication on social media according to (Dharmajaya & Minangkabawi, 2024), building continuous trust in the field of disruptive communication is an ongoing challenge. Transparency, accountability, education, and cooperation are important ways to maintain credibility and trust. This study aims to determine the benefits provided in green technology for safer and more environmentally friendly daily life with it can support the Indonesian government's *zero emission program*, encourage sustainability in the transportation sector due to high carbon gas emissions, therefore EOS Indonesia supports the government's *zero carbon emission program* in championing Electric vehicles, not only having products but EOS Indonesia has the challenge to support government programs.

Supporting the government's *zero-emission program* can be considered *green marketing*. *Green marketing* itself is believed to play a crucial role when companies want to launch environmentally friendly products, so implementing green marketing is a must. Proper implementation will create consumer desire to purchase the product and recognize the importance of environmentally friendly products. This aligns with the concept of *green brand positioning*, which encompasses brand identity and customer perception of a company's values. Customer perception of a company's values depends on how the company's environmental

attributes are continuously conveyed and informed to customers (Wicaksono & Daniel Yulistya Wardhana, 2024).

This study uses the securitization theory according to Buzan and Wæver, (1998) , who put forward the concept of "securitization which refers to the process in which certain issues are portrayed as threats that require action, this process includes efforts to convince the public that issues (such as terrorism, immigration, or climate change) pose a serious risk of existential threat to security. From the above phenomenon, there is still a lack of research that examines it. Although there is more in-depth research in examining how the electric vehicle industry carries out sustainability communication, there are still few that use a social media approach. What makes this research so important is that not many people in Indonesia use vehicles. Furthermore, there's no way to tell people about how great sustainability is so they'll actually listen and change their behavior. Other studies have looked at how technology influences how people buy goods and how to market eco-friendly products. They haven't really looked at how to use digital media to get people to accept eco-friendly transportation. So, this study tried to find a way to communicate sustainability effectively. We looked at what @eos_indonesia posted on TikTok to see how they did it. We wanted to create a model that would help us understand how to talk to people about sustainability and get them to care. This model should help us learn more about sustainability and also help us make better plans to inform people about electric vehicles.

Based on the research gap that was found this study uses a qualitative content analysis method. This method brings together the sustainability communication approach and securitization theory. The combined way of looking at things is used to look at how TikTok content made by @eos_indonesia creates stories about sustainability. It also looks at how environmental issues are shown as problems that everyone cares about. The study checks how messages are shared that encourage people to use vehicles as a way to travel that is better, for the environment.

2. METHODS

This research was conducted using a qualitative content analysis approach research method, which explains how qualitative research according to According to Cresswell (2009), qualitative research is a method used to explore and understand the meanings given by individuals or groups regarding specific social or humanitarian issues. This study uses a qualitative content analysis method. It combines a sustainability communication point of view with securitization theory. The goal is to look at how environmental sustainability messages are made through TikTok marketing content shared by @eos_indonesia.

The unit of analysis was videos uploaded between January and June 2026. Ten videos were chosen on purpose. They showed themes about electric vehicles. These themes included messages about sustainability protecting the environment, money benefits, safety and how the audience interacts. Along with content analysis data was made stronger by doing in-depth interviews with the EOS Indonesia Operations Manager, a Social Media Administrator and one TikTok follower. This helped check and confirm the meanings of the content. Data was collected in three ways. First by recording videos, their captions and the pictures. Second, by

watching how people talked and interacted on the @eos_indonesia account. Third by having - structured interviews with people who were picked.

The data that was collected was analyzed using content analysis. This followed Krippendorff (2018), steps. These steps included picking data, coding, grouping, understanding and making conclusions. A coding system was created. It combined sustainability communication with securitization theory. This system had six parts: securitization actors, referent objects, sustainability communication, securitization (speech acts) calls to action and audiences. These parts helped find out how messages about sustainability were made and shared. The purpose was to encourage people to use vehicles as a way to help the environment.

To make sure the results were correct data was checked in ways. The results, from analysis, interviews and watching online activity were compared.

Table 2.1 Content analysis content mapping table

No.	Analysis categories	Indicator	Unit of analysis	Examples of findings
1.	Securitization actors	The party delivering the message	Video narration, voice over and visual text	EOS Indonesia invites the public to switch to electric vehicles
2.	Reference object	Elements deemed to need to be protected	Visual, text, audio	Clean air, public health and the future of generations
3.	Sustainability communication	Environmental and sustainability education messages	Educational videos	Carbon reduction and green transportation education
4.	Securitization steps (speech act)	Statements that frame sustainability communications in support of green transport	Video narration and text	The narrative of “electric vehicles are environmentally friendly vehicles”
5.	Call to action	Efforts to encourage changes in audience behavior	Narration and captions	An invitation to switch to using electric vehicles

No.	Analysis categories	Indicator	Unit of analysis	Examples of findings
6.	Audience	Message target	Content interaction, user comments	General public or TikTok users,

According to the results of the content analysis content mapping, there are 10 contents from January – June 2026 regarding marketing concepts that will be analyzed as follows:

Table 2.2 10 EOS Indonesia contents

Content Title	Posting Date
Gen Z rides electric bikes everywhere so they can have coffee every day.	January 3, 2026
Is it safe to use an electric bicycle in the rain?	February 10, 2026
Are electric bikes strong enough to climb?	February 18, 2026
Electric motorbike maintenance costs	February 18, 2026
Electric bicycles are the most economical form of mobility	March 1, 2026
Want something more practical and economical? Use Aima Luna	March 28, 2026
Switching to electric vehicles	April 4, 2026
POV queueing for gas	April 4, 2026
Fuji uses Galaxy 6 ready for PRJ	April 17, 2026
Day 1 Fuji becomes a salesperson	June 20, 2026

To make sure the results were correct data was checked in ways. The results, from analysis, interviews and watching online activity were compared.

3. RESULTS AND DISCUSSION

3.1 Research result

Through a qualitative content analysis of social media accounts focused on sustainability communication over a six-month period, from January to June 2026, this study identified a systematic integration between sustainability communication approaches and digital marketing strategies. This phenomenon is based on a securitization theoretical framework, where environmental and energy efficiency issues are positioned as public issues through discursive actions (i.e., speech acts). Data was coded on seven key videos representing the core pillars of @eos_indonesia's content messaging. These seven pieces of content were coded using key aspects of securitization: Securitization Actor (SA), Referent Object (OR), Existential/Technical Threat (AE), Sustainability Communication (SC), Securitization Step/Speech Act (SS), Call to Action (CTA), and Audience (AU). These elements are further discussed in the narrative, and their manifestation in the visualization is listed below:

To increase the validity of the findings based on the content analysis above, this study combines data obtained from content analysis, interviews involving internal informants, and external factors such as the audience as the message recipients. The operational flow of EOS Indonesia's digital communication strategy is mapped to three informants based on the reduction and condensation of interview data.

- 1) Content planning perspective (social media team – Yunia) the selection of TikTok as the main communication channel is based on the large number of TikTok users in Indonesia which has reached 169 million users. The EOS Indonesia social media admin team creates content that not only emphasizes product aspects but also forms social meaning with educational and informative messages or content narratives, so that it can be easily understood by the public.
- 2) The Operations Manager (Fitri) explained that TikTok EOS Indonesia is not just about content about product aspects, specifications, and technical aspects, but also serves as an educational and informative platform that can shape social meaning for the community. The content selection process follows a well-established oversight system. The decision-making process is *bottom-up*, with the social media team drafting creative drafts, then reviewing the documents, and all decisions (final approval) being made by a director and manager who ensure the theme, narrative, brand specifications, and model are perfect before broadcast.
- 3) Meanwhile, the perspective of TikTok follower @eos_indonesia (Azwalita), emphasizes more on the marketing narrative that lies in the efficiency of delivering content messages, the narrative of TikTok content @eos_indonesia and the technical educational and informative videos may be very effective in attracting public attention. The creative message used to package this content is the reason behind the strong appeal (high engagement rate) on likes, comments, and shares. With that, there is a desire to switch to electric vehicles with the content created by @eos_indonesia.

3.2 Discussion

3.2.1 Deconstructing Product Stigma and Reorienting Perceived Risk Through Securitization Strategies

In green marketing communications and consumer behavior, the perceived risk of sustainable technological innovation can also be seen as a driver that makes its adoption very difficult. This encompasses not only economic risks but also functional and psychological risks that give rise to collective resistance through product stigma. Based on the findings of content analysis on the TikTok account @eos_indonesia, the process of deconstructing this stigma is not carried out through traditional sales persuasion, but rather through a mechanism that tends towards Securitization Theory, following the steps of a speech act.

According to Buzan and Wæver, (1998) , an issue enters the realm of securitization when the issue is spread through discourse by an actor (Securitizing Actor) into the realm of ordinary politics by raising capital arguments, so that the issue becomes an existential emergency that deserves immediate action. In this study, @eos_indonesia acts as a Securitizing Actor . The issue that has been securitized has shifted from simply: “global climate campaign”, to “threats to microeconomic sovereignty and personal safety of consumers” due to extreme dependence on gasoline-fueled transportation.

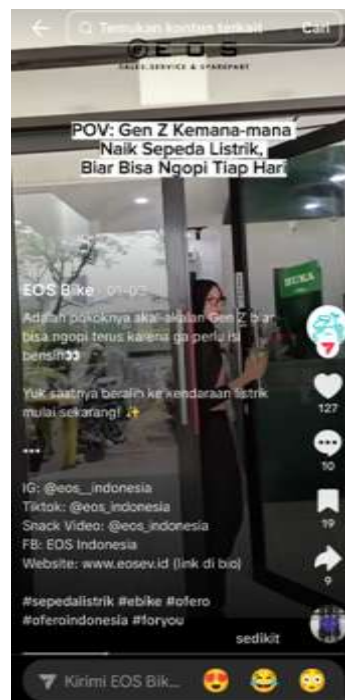


Figure 3.1 screenshot of POV video. Gen Z rides electric bikes everywhere.



Figure 3.2 infographic of electric motor maintenance costs

Content analysis of the videos “Gen Z rides electric motorbikes so they can drink coffee every day” and “electric motorbike maintenance costs” relate to operational expenses (the amount spent compared to the amount earned) arising from owning conventional gasoline-powered vehicles (fuel components, oil, and radiators). Financial risk, however, through the securitization process, these expenditure factors become Existential Threats (AE), but the lack of financial stability of the community. To address this, EOS Indonesia offers aggressive economic rationalization through low-cost battery charging, with an excess charging cost of more than IDR 1,000 for a single charger. This is a financial comparison, Reference Object (OR), or good value under the threat of gasoline price increases, which is intended to be the consumer's microeconomic sovereignty (consumer financial well-being). This supports Yunia's argument (Social Media Division), that linking product use to consumers' economic lifestyles is far more effective in triggering purchasing interest than simply educating the technical aspects of electric vehicles.

However, the main obstacle to marketing electric vehicles in Indonesia can be traced to psychological resistance (in the form of product stigma) from the public. This stigma emerges as functional consumer anxiety, such as the expectation that the vehicle's electrical components will short out and die when exposed to flooding (technical stigma), that electric motors will not be able to climb steep hills, or how small items will fit into the trunk of the product unit. In securitization theory, this public fear is a Perceived Threat that hinders the switch to electric vehicles. To address this perceived risk, EOS Indonesia conducted product resilience testing in the form of content as a securitization calming measure (desecuritization/guarantee action).



Figure 3.3 screenshot of the video: Is it safe to use an electric bicycle in the rain?



Figure 3.4 screenshot of the video: Are electric bikes strong enough to climb?

The company addressed consumer fears by displaying visual evidence of the Ofero Magical 3 Lit unit being tested in the open air, driving through heavy rain, as well as the mechanical performance test of the Ofero Stareer 5 Lit unit on a steep incline. EOS Indonesia successfully created a narrative as a solution to public anxiety about electric vehicles, the

narrative such as "Because the battery and assembly are already waterproof" and the demonstration of safety devices (dual disc brakes & TCS) is a (Security Statement / Security Speech Act) that turns into a quality guarantee (brand guarantee). The impact of this combination of communications has succeeded in changing public perception and trust that the risks previously associated with disturbing consumers who need to be calmed by the security assurance actions of actors who carry out securitization, while establishing a new paradigm that driving safety and green technology functions become a safe value proposition.

3.2.2 The Synergy of Experiential Marketing and Social Influence as Speech Acts in Converting Brand Trust into Purchase Intention

In the context of sustainable marketing communications, it is not only determined by the company's ability to eliminate negative views or prejudices, but also by how well they are able to arouse consumer interest without being trapped in monotonous content narratives or aggressively providing commercial coercion (hard selling) . In line with the explanation of Mrs. Fitri Wulandari as Operational Manager, @eos_indonesia deliberately conveys messages subliminally (soft-selling) in line with its strategic orientation on the issue of ecological education amidst the commercial target activities of unit sales. The marketing conversion of this is explained in securitization theory as Audience Acceptance (AU), where emergency claims made by Securitization Actors are officially authorized by the public.



Figure 3.5 screenshot of the POV content video: Why queue up using an all-satellite electric vehicle?

Segmentation is clearly visible in the text in the video "POV: why queue using all-satellite electric vehicles" This content exploits a common complaint among the public, showing how heavy the productive time is drained by long queues at gas stations that can cause fatigue. By living more practically, EOS Indonesia moves the recharging process from the tiring public space to the comfort of the domestic space through a home charging system . Conceptually, the image represents a securitization process that integrates that which is presented as a social meaning to external problems such as scarcity and long queues for fuel. Showing a clear difference in visual appearance between conventional gasoline-fueled vehicles

stuck in fuel queues and electric vehicle users who appear comfortable, serves as direct visual communication to change the consumer's perspective.



Figure 3.6 screenshot of Fuji content video using Ofero Galaxy 6

Furthermore, to reach consumers (who always follow trends) with an attractive appearance and increase market presence, EOS Indonesia implemented a marketing strategy through extensive social influence by collaborating with a famous celebrity, Fuji, in conjunction with the 2026 National Automotive Exhibition at the Jakarta Fair (PRJ) 2026. Through the Ofero Galaxy 6 model, we can completely eliminate the old view of the physical form of electric vehicles which is now considered less fashionable and stiff. Trend taglines such as "Ofero Galaxy 6 makes us feel more exciting and beautiful" as a Safety Step / Action Word that combines the functional aspects of environmentally friendly vehicles with a fashion identity. By utilizing the video content, there is a caption "Fuji uses Ofero Galaxy 6, you too, right? Creating a social push for viewers to adopt an environmentally friendly lifestyle.



Figure 3.7 screenshot of Fuji Day 1 content video for Sales

The essence of this digital communication strategy is also reflected at its optimal level when combined with the marketing scenario at PRJ 2026. Even amidst the bustling exhibition, Fuji's Day 1 documentation serves as a sales aid, not merely as digital entertainment, but tactically as part of the Call to Action (CTA) element aimed at lowering the initial investment cost barrier and price barrier. Dramatic price cut promotions, such as the announcement of a clearance sale price strategy on the Ofero Ledo 2 unit, from Rp. 3,999,000 to Rp. 3,598,000 provides a direct economic boost that accelerates consumer decisions in purchasing intentions and switching to electric vehicles.

According to informant Azwalita, information in videos related to economic motivation, waterproofing, and transparency regarding after-sales services such as sales, service, and spare parts can influence purchase intention. In securitization, voluntary participation in the TikTok digital space, such as liking, commenting, or re-sharing videos, can theoretically be a strong indicator of audience acceptance in the securitization process. Audiences are now not just casual buyers but also act as drivers in spreading stories about sustainability communication. These stories are not only followed but also experienced in real ways, such as visiting the EOS Store in person to make purchases. The synergistic nature of this discourse suggests that creative forms of delivering sustainability communication can be a powerful impetus for strengthening the smoothness of green transportation programs.

4. CONCLUSION

This study shows that the TikTok account @eos_indonesia uses stories that focus on sustainability to promote vehicles as a clean way to travel. By looking at their content and using ideas from sustainability communication and securitization theory the results show that their storytelling does more than just sell a product. They create stories that link benefits, cost-effectiveness, safety and how electric vehicles fit into daily life in a strong way to share their message online. They use videos to tell their content showing how electric vehicles work how they work with others and how they talk to others. All of this helps worries about the vehicles and makes more people, like them and want to buy them. The study also makes a model that shows how storytelling about sustainability, combined with comfort-building methods through marketing can change how people act and encourage them to use safer and easier electric vehicles. These results help people understand sustainability communication and securitization in areas. They also help groups and people who make rules learn how to plan for more people to use vehicles and cut down on pollution leading to better and safer lives.

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