

## THE USE OF ECO-LEXICONS IN WOMEN'S MAGAZINE

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### Abstract

This study explores the use of eco-lexicons in *Modern Women Bali* magazine to understand how women's communities express environmental awareness through language. The research is based on Arran Stibbe's (2015) ecolinguistic theory, which examines how ideology is embedded in discourse and how language shapes people's relationship with nature. Using a qualitative descriptive method, this study analyzed five issues of *Modern Women Bali* published between 2022 and 2025. The data consist of written texts containing eco-lexicons related to ecology and sustainability. The results show that the magazine uses a variety of eco-lexicons representing environmental elements, pollution, natural resources, and ecological change. These linguistic features reflect both awareness and critique of human impact on the environment while promoting sustainable values and lifestyles. The findings suggest that women's media can serve as an effective platform for fostering ecological consciousness and promoting care for the environment through discourse.

**Keywords:** *Ecolinguistics, eco-lexicon, women's magazine, environmental discourse, Modern Women Bali*

### INTRODUCTION

The growing awareness of environmental issues has encouraged the study of how language shapes people's perceptions of nature. Within this field, ecolinguistics, particularly the framework proposed by Arran Stibbe (2015), explains how discourse carries ideologies that influence human relationships with the environment. Stibbe's concept of "the stories we live by" highlights that language not only reflects ecological reality but also constructs it through recurring narratives and word choices.

Previous ecolinguistic research has shown that media discourse plays a key role in spreading environmental values. Studies such as Swari et al. (2024) and Muliawan et al. (2025) revealed that environmental campaigns on Instagram through hashtags and captions use framing and eco-lexical choices to motivate ecological awareness and collective action. These findings demonstrate how specific words and expressions can frame environmental issues positively and inspire behavioral change.

However, most ecolinguistic studies have focused on digital media, while print and lifestyle media such as women's magazines remain less explored. Women's magazines hold a strategic role as they combine elements of lifestyle, education, and social influence. Their language can both inform and shape readers' attitudes toward sustainability, consumption, and care for nature.

This study aims to analyze the use of eco-lexicons in women's magazines using Stibbe's ecolinguistic approach, this research examines selected issues of Modern Women Bali magazine to identify how women's communities express environmental awareness and how these linguistic forms contribute to shaping ecological values in society.

## LITERATURE REVIEW

This study draws on the ecolinguistic framework proposed by Arran Stibbe (2015), which emphasizes the relationship between language, ideology, and ecology. Stibbe argues that the way people use language both reflects and shapes their worldview about the environment through what he calls "*the stories we live by.*" These stories influence how individuals understand and interact with nature, either supporting sustainable thinking or reinforcing exploitative attitudes. This framework uncovers how linguistic choices reveal ecological values and awareness.

Several studies have applied ecolinguistic approaches in different contexts. A study about marine ecolexicons in the coastal community of Pesisir Barus found that local vocabulary reflects the people's close relationship with their natural surroundings (Lubis & Widayati, 2021). Research conducted at Bale Sangkep, Green School Bali, examined eco-lexicons used in education and revealed how language fosters environmental awareness among students (Widanti, 2022). A study on *Kembali Becik*'s Instagram account discovered that eco-lexical choices can strengthen positive ecological values in online content (Swari, 2023). Another research on *Astungkara Way*'s Instagram showed that positive linguistic framing encourages collective environmental actions (Swari & Damayanthi, 2024). Furthermore, a study about the hashtag #IbuKuDietPlastik demonstrated how ecolinguistic framing can create public awareness and shared responsibility for sustainability (Muliawan & Swari, 2025). Lastly, research on flora and fauna ecolexicons in Makassarese proverbs revealed that linguistic expressions preserve local wisdom and ecological values within traditional communities (Umiyati, 2025).

## RESEARCH METHOD

This study employs a qualitative descriptive approach. The research procedure involved several steps: (1) identifying the research problem, (2) conducting a literature review related to ecolinguistics and eco-lexicons, (3) observing the language use in selected texts, and (4) collecting primary data in the form of discourses from Modern Women Bali digital magazines published by women's communities. The data were then analyzed to identify words and expressions related to ecological awareness and sustainability.

## RESULT AND DISCUSSION

1) "Conservation International Indonesia warns about serious issues already in full bloom, such as diminishing water reserves, disturbance of the marine and wildlife, and, of course, the waste pollution."

Eco-lexicon: water, marine, wildlife, waste pollution

This passage contains several eco-lexicons that represent real environmental problems faced by nature today. The terms *water reserves*, *marine*, and *wildlife* describe natural elements, while *waste pollution* highlights human impact on the ecosystem. These words create a clear picture of ecological damage and emphasize the urgency of conservation efforts. The sentence shows awareness of the growing environmental crisis and encourages readers to reflect on their role in protecting nature. It also presents nature as a living system that needs to be preserved rather than exploited.

(2) “The critical factor in determining whether a woman will be negatively affected by the chemicals in feminine hygiene products lies in understanding the concept of cumulative exposure and individual vulnerability.”

Eco-lexicon: chemicals, cumulative exposure, individual vulnerability

This statement introduces eco-lexicons related to health and environmental toxicity. The term *chemicals* refer to substances that can cause harm when used or disposed of without care, affecting both people and the environment. The words *exposure* and *vulnerability* add depth by showing how the effects of these materials can build up over time and differ from person to person, which highlight how certain groups, especially women, may be more affected by environmental pollution. It draws attention to the unseen environmental risks that enter daily life through ordinary products. This shows how human well-being is directly linked to the health of the environment. The language encourages awareness about how environmental risks are often invisible yet present in daily life, encouraging people to think more critically about the materials they use and their long-term impact on both health and nature.

(3) “From the detergents we use to wash our clothes, to the plastic products we come into contact with, the environmental pollutants in our air and water, and even the food we eat, our bodies are constantly exposed to a myriad of chemicals.”

Eco-lexicon: environmental pollutants, air, water, chemicals

This passage includes eco-lexicons that reflect the close connection between human activity and environmental pollution. The repetition of pollutants and chemicals shows that harmful substances are no longer confined to industrial spaces but have entered the most basic elements and part of everyday life, what we breathe, consume, and touch. The mention of air and water also points to two essential elements of the natural world that are being affected by human actions. The sentence suggests that people often ignore how their lifestyle choices contribute to larger ecological problems and sustainability begins with everyday awareness, as even small choices can collectively influence the health of the planet and all living beings.

(4) “A village with no restaurants or cafes and limited electricity, still hunting at sea with wooden boats and bamboo harpoons, Lamalera feels a million miles away from Bali, where spirituality is commodified and repackaged for the right price and ancient forests and rice fields are paved over for gated communities built with crypto fortunes.”

Eco-lexicon: wooden boats, bamboo harpoons, sea, forests, rice fields

In this passage, the eco-lexicons in this text contrast two worlds: the traditional, sustainable lifestyle of Lamalera and the commercialized modernity of Bali. Words like *wooden boats* and *bamboo harpoons* describe simple and sustainable tools made from natural materials, showing how Lamalera's people live closely with nature. In contrast, the mention of *forests* and *rice fields* being *paved over* represents environmental destruction caused by development and greed. This difference between Lamalera and Bali reflects the growing tension between environmental preservation and modernization. The text criticizes the loss of ecological and cultural values when nature becomes a tool for economic gain. Lamalera represents ecological harmony, whereas Bali shows how modernization has led people to value profit and comfort more than the environment.

(5) "Fruits and vegetables are grotesquely oversized, unnaturally saccharine and suspiciously perfect. Potatoes don't brown; spinach stays fresh for weeks; corn, yams, and apples are all sweeter than candy. Research shows that modifications intended to enhance shelf life, taste or appearance affect the levels of vitamins, minerals, and antioxidants. The modern agriculture industry, with its tweaks and twiddles, produces food that is visually spectacular and practically appealing, but lacks the essential qualities that once defined the simple, natural bounty of the past."

Eco-lexicon: fruits, vegetables, potatoes, spinach, corn, yams, apples, vitamins, minerals, and antioxidants

This data reflects a critique of industrial agriculture and the artificial manipulation of natural food. Words such as fruits, vegetables, and vitamins represent natural sources of nutrition, while the description of genetic modification and "modern agriculture" shows human interference with nature. The text criticizes the industrial food system for valuing appearance and profit over quality and authenticity. It also suggests that modern farming practices have damaged the natural balance of the environment. The contrast between "spectacular" and "natural bounty" emphasizes the loss of true ecological harmony in pursuit of commercial success. The eco-lexicons in this text conveys a critical stance toward artificial modification and suggests that the pursuit of perfection in modern agriculture has come at the cost of ecological and nutritional integrity.

6) "Ocean heating, acidification, marine heatwaves, pollution or commercial shipping could all be responsible for the changing migration patterns of whales in the Savu Sea. The choices faced by the village are stark."

Eco-lexicon: ocean heating, marine heatwaves, pollution, whales, sea

This data presents eco-lexicons that describe the effects of climate change on marine life. Terms such as *ocean heating* and *acidification* reveal scientific processes that threaten the ocean's ecosystem, while *whales* and *sea* highlight the living environment affected by these changes. The mention of *pollution* and *commercial shipping* shows that human activity is a key cause of ecological imbalance. The text also connects global environmental issues to local

human life by referring to the village's difficult choices which suggests that the health of the planet directly influences the survival of small communities. The text shows how environmental problems are not separate from human society but deeply linked to it, urging collective awareness and responsibility.

## CONCLUSION

The findings of this study show that *Modern Women Bali* magazine actively incorporates eco-lexicons that reflect environmental awareness and sustainable values. The use of words related to nature, pollution, and climate issues demonstrates how women's communities express concern for ecological balance through everyday language. These linguistic choices not only describe environmental realities but also carry ideological meanings that promote care, responsibility, and harmony with nature. This research proves that women's media plays an important role in shaping public ecological awareness and encouraging a more sustainable lifestyle. Future studies could expand the analysis to other media platforms or compare eco-lexical use across different cultural contexts to gain a broader understanding of ecolinguistic expression in women's discourse.

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