



Selling Sustainability: How Digital News Constructs Home Gardening as an Ideal Lifestyle in Indonesia

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Abstract. This study examines how Indonesian digital news constructs home gardening as a discourse of an ideal lifestyle rather than merely an agricultural practice. Using a corpus of 45 online news headlines, this study applies Critical Discourse Analysis integrated with the perspectives of mediatization and lifestyle ideology. The findings reveal that home gardening is framed through five major dimensions: spatial efficiency, domestic economic productivity, the aestheticization of green living spaces, individualized sustainability, and selective community empowerment. Linguistically, the headlines strategically combine ecological morality, visual appeal, and financial benefits through terms such as productive, aesthetic, eco-friendly, profitable, and easy. The study also demonstrates that these narratives normalize a neoliberal citizen model in which individuals are expected to optimize limited domestic spaces, secure family well-being, and privately address environmental issues. This article proposes the concept of domestic sustainability as an aspirational media lifestyle, in which sustainability is commodified as a middle-class identity within contemporary digital culture.

Keywords: home gardening; digital news discourse; sustainability communication; critical discourse analysis; lifestyle ideology; Indonesia



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1. Introduction

Over the past decade, sustainability has gradually shifted from a macro-policy agenda into an integral dimension of everyday domestic life. Previously associated primarily with climate governance, renewable energy, green industrialization, and state-led environmental regulation, sustainability is now increasingly embedded in ordinary household practices, including green consumption, waste reduction, local food production, recycling, and health-oriented lifestyles. This transformation has not emerged spontaneously; rather, it has been intensively shaped by digital platforms, online media, and content industries that reposition sustainability as part of contemporary popular culture.

One of the most visible manifestations of this trend is home gardening -- ranging from edible gardens, domestic-scale urban farming, fruit cultivation in containers, to foodscaping -- which is promoted not merely as an ecological practice but as an aspirational marker of modern living. Within digital media environments, home gardening is frequently represented as a signifier of the contemporary ideal home: green, healthy, productive, and aesthetically pleasing. Domestic gardens are no longer framed solely as spaces for food production; instead, they function as symbolic resources through which households display environmental awareness, spatial creativity, family well-being, and economic capability. In this sense, digital media do more than disseminate practical information about planting techniques, crop selection, or plant maintenance.

They actively construct social imaginaries regarding how an ideal home should appear and how desirable lifestyles ought to be performed. This phenomenon is particularly visible in Indonesia, where online media increasingly circulate narratives about miniature fruit plants, small-scale vegetable gardens, productive terraces, minimalist houses with vertical gardens, recycled containers as planting media, and home gardens as potential sources of additional income.

Headlines such as Fruit Plants Suitable for Cluster Houses without Yards, Home Gardens as an Alternative Income Source, Creating an Edible Garden with Mini Vegetables at Home, or Low-Budget Vegetable Garden Ideas for Community Housewives illustrate how digital media construct domestic gardening as an aspirational middle-class ideal: limited spaces that remain green, modest homes that appear productive, and domestic environments that embody modern lifestyles. Consequently, gardening practices are framed not simply as agricultural activities but as components of contemporary lifestyle identity. Previous scholarship has examined home gardening from multiple perspectives.

A considerable body of research emphasizes its contribution to household food security, dietary diversification, reduced vulnerability, physical activity, and mental well-being. Other studies investigate the role of urban farming in sustainable city development, community empowerment, and the improvement of urban environmental quality. In parallel, emerging scholarship highlights the growing popularity of sustainable gardening practices promoted through social media, eco-influencers, and digital green lifestyle campaigns. Nevertheless, most existing studies remain concentrated on behavioral practices, health benefits, urban agriculture policies, or community participation.

Relatively few investigations position digital news texts as sites of meaning production where home gardening is discursively constructed as an ideal lifestyle. In contemporary digital societies, however, online news media play a crucial role in circulating cultural values, shaping preferences, and reinforcing lifestyle orientations through lexical choices, headline structures, visual arrangements, and click-oriented logic. Media discourse is therefore far from neutral; it actively participates in producing sustainability ideologies closely tied to symbolic consumption and middle-class aspirations. A similar limitation can be observed within sustainability communication studies.

Existing research predominantly addresses macro-level issues such as climate change, renewable energy, green transportation, or environmentally responsible consumption, while the representation of domestic sustainability through home-gardening narratives remains underexplored. Yet the household constitutes a significant social arena in which sustainability values are negotiated, internalized, and enacted through everyday language, spatial organization, family consumption practices, and popular media representation. Against this backdrop, several research gaps underline the importance of the present study. First, theoretically, home gardening scholarship continues to be dominated by perspectives from agriculture, public health, and food security, with limited engagement with Critical Discourse Studies, mediatization, or lifestyle ideology frameworks.

Second, empirically, few corpus-based studies have systematically examined how Indonesian digital news media represent domestic gardening practices. Third, geographically, global literature remains heavily centered on Europe, Africa, and South Asia, whereas Indonesia -- as a rapidly digitizing developing country -- has received comparatively limited scholarly attention. Fourth, conceptually, there is still no comprehensive analytical model explaining the relationship between sustainability discourse, domestic aesthetics, and aspirational lifestyle construction within representations of home gardening. Addressing these gaps, this study analyzes 45 Indonesian digital news headlines to investigate how media discourse constructs home gardening as an ideal lifestyle through specific discursive strategies.

The analysis focuses particularly on news headlines because headlines function as strategic sites within digital journalism: they attract clicks, establish initial framing, and transmit ideological meanings in condensed yet powerful forms. More specifically, this study addresses three central questions. First, how do Indonesian digital news media represent home gardening

as an ideal lifestyle? Second, what discursive strategies are employed to connect sustainability with domestic aesthetics and economic productivity? Third, what social ideologies are embedded within digital narratives surrounding home gardening? In line with these questions, the objectives of this study are threefold: (1) to describe the discursive construction of home gardening in Indonesian digital news media; (2) to identify linguistic strategies that integrate sustainability, aesthetics, and domestic economic values; and (3) to explain the lifestyle ideologies reproduced through home-gardening narratives.

This study contributes several important forms of novelty. First, in terms of object selection, it employs 45 Indonesian digital news headlines as the primary corpus rather than relying on surveys, experiments, or interviews with urban farming practitioners. Second, theoretically, it integrates Critical Discourse Analysis, Mediatization Theory, and Lifestyle Ideology to examine media texts. Third, conceptually, the study introduces the notion of Domestic Sustainability as Aspirational Media Lifestyle, referring to the process through which domestic sustainability is promoted as a desirable identity project. Fourth, regionally, this research enriches Global South scholarship by foregrounding Indonesian data that have been underrepresented in international literature.

Fifth, methodologically, it applies micro-lexical headline analysis to uncover sustainability ideologies embedded within popular media discourse. Accordingly, this article argues that within the contemporary digital media landscape, sustainability is not represented merely as an ecological responsibility. Rather, it is domesticated, aestheticized, and commodified through media representations of home gardening as an aspirational lifestyle for urban Indonesian society.

2. Literature Review

Research on home gardening, domestic sustainability, and media representation has expanded significantly over the last two decades. Nevertheless, the scholarship remains fragmented across disciplinary boundaries. Existing studies can generally be categorized into five major strands: (1) home gardening as a functional practice, (2) sustainability as behavioural change, (3) media and lifestyle ideology, (4) urban agriculture and domestic space, and (5) digital sustainability and platform culture. Together, these clusters provide an important theoretical foundation, yet they do not fully explain how digital media construct home gardening as an aspirational lifestyle.

2.1 Home Gardening as a Functional Practice

The first strand conceptualizes home gardening primarily as a functional activity associated with food provision, nutrition, health, and household well-being. Galhena et al. argue that domestic gardens contribute substantially to food diversification and household resilience. Similarly, Kortright and Wakefield emphasize the role of urban gardening in improving access to healthy food, while Algert et al. identify positive correlations between gardening practices and fruit-vegetable consumption.

Other scholars, including Gray and Soga, highlight its benefits for mental health and physical activity. During the COVID-19 pandemic, studies by Sofo and Lal further demonstrated how domestic gardens functioned as sources of food and economic resilience. Despite these contributions, this body of research largely treats home gardening instrumentally and pays limited attention to its symbolic representation within digital media discourse.

2.2 Sustainability as Behavioural Change

The second strand approaches sustainability through the lens of behavioural transformation, public communication, and green lifestyles. Doyle and Cox emphasize the role of media in shaping ecological awareness and environmental responsibility. Research by Nerlich and Schäfer demonstrates how media framing influences public perceptions of environmental risks. Meanwhile, Peattie, Evans, and Barr underline the relationship between green behaviour, consumer identity, and moral values. Corner et al. further argue that sustainability

communication becomes more effective when connected to personal aspirations and everyday experiences. More recent scholarship by Li highlights the role of digital-platform algorithms in disseminating green culture among younger urban generations.

2.3 Media and Lifestyle Ideology

The third strand is grounded in Critical Discourse Studies and cultural studies, both of which view media as producers of ideology rather than neutral channels of communication. Norman Fairclough argues that media discourse reproduces power relations through linguistic practices. John Richardson identifies news headlines as strategic framing devices that shape public interpretation from the outset.

Likewise, Machin and Theo van Leeuwen demonstrate how modern lifestyles are discursively produced through promotional language and consumer aesthetics. The concept of mediatization, elaborated by Nick Couldry and Andreas Hepp, explains how media logic increasingly structures everyday social life. In parallel, Pierre Bourdieu emphasizes that lifestyle preferences are closely linked to social class and cultural capital.

2.4 Urban Agriculture and Domestic Space

The fourth strand situates home gardening within broader discussions of urban planning and domestic spatiality. Taylor and Lovell conceptualize urban agriculture as a strategy for strengthening local food systems. Studies by Specht et al. and Orsini et al. discuss rooftop farming and the integration of food production into future urban design. Other scholars, such as Tornaghi and McClintock, emphasize the political dimensions of urban agriculture, including the right to the city, food justice, and equitable access to green spaces. Furthermore, Poulsen et al. note that household spaces such as yards, balconies, and terraces are becoming increasingly important as sites of small-scale food production.

2.5 Digital Sustainability and Platform Culture

More recent scholarship expands sustainability debates toward platform culture and digitally mediated everyday practices. Carolan argues that the digitalization of food systems reshapes relationships between households and local production networks. Similarly, Robert Kozinets highlights how online communities construct green consumer identities through recommendation systems and social imitation. Sarah Pink conceptualizes the home as a site where technology and environmental ethics are continuously negotiated, while Deborah Lupton demonstrates that activities such as gardening and recycling are increasingly performed as visible forms of digital identity.

2.6 Synthesis and Research Position

Taken together, these five strands demonstrate that scholarship on home gardening has developed extensively, yet remains theoretically and empirically fragmented. The first strand prioritizes food-related functions; the second focuses on green behavioural transformation; the third examines media ideology; the fourth addresses urban spatiality; and the fifth explores platform culture and digital sustainability. However, there remains little integrative research connecting home gardening, digital news discourse, sustainability ideology, and aspirational lifestyle construction within a unified analytical framework.

Accordingly, this study addresses this gap by examining 45 Indonesian digital news headlines through an integrated framework combining Critical Discourse Analysis, Mediatization Theory, and Lifestyle Ideology. Conceptually, the study proposes a new framework termed Domestic Sustainability as Aspirational Media Lifestyle, referring to the process through which household ecological practices are transformed by digital media into desirable identity projects for contemporary urban society.

3. Methodology

This study employs a qualitative approach using the framework of Critical Discourse Analysis (CDA) to investigate how Indonesian digital news media construct home gardening as an aspirational lifestyle. The qualitative design was selected because the objective of the study is not to quantify lexical frequency, but rather to interpret how media language produces social meanings, cultural values, and ideological orientations. Within an interpretive-critical paradigm, media texts are understood not as neutral reflections of reality, but as social practices that generate knowledge, normalize values, and shape public perception.

The research corpus consists of 45 digital news headlines purposively collected from Indonesian online news platforms, predominantly Liputan6.com, with one comparative headline drawn from Kompas.com. The selected headlines explicitly discuss domestic gardening, productive plants in limited spaces, household vegetable gardens, edible gardens, small-scale urban farming, recycled planting materials, and home gardens as economic resources. The analysis focuses specifically on headlines because, within digital journalism, headlines function as strategic textual sites designed to attract attention, generate clicks, establish initial framing, and condense the primary narrative orientation of a news article.

Data selection was conducted through purposive sampling based on five criteria: (1) the text was published by an Indonesian digital news outlet; (2) the headline directly addressed home gardening, edible gardens, urban farming, or productive domestic plants; (3) the data took the form of news headlines; (4) the content was publicly accessible; and (5) the intended audience consisted of general readers. Data were excluded if they appeared as advertisements, marketplace promotions, institutional documents, irrelevant headlines, or duplicate texts. The corpus size of 45 headlines was considered sufficient because qualitative research prioritizes interpretive depth and thematic saturation rather than statistical representativeness.

The primary unit of analysis is the news headline text examined across three analytical layers. The first is the lexical layer, focusing on terms such as aesthetic, modern, productive, profit, harvest, limited space, and easy, all of which construct imaginaries of efficiency and ideal living. The second is the grammatical layer, including the use of numerical openings, evaluative adjectives, and phrase structures promising immediate benefits. The third is the discursive layer, which identifies recurring narrative patterns, such as the transformation of narrow spaces into productive environments or ordinary homes into aesthetic domestic spaces.

The analytical procedure involved corpus familiarization, open coding, and axial coding until broader conceptual categories emerged, including Domestic Sustainability, Aesthetic Productivity, Scarcity Transformation, and Entrepreneurial Household Ecology. Subsequently, the study applied Norman Fairclough's three-dimensional CDA framework encompassing: (1) textual analysis, including vocabulary, syntax, and evaluative expressions; (2) discursive practice, particularly listicle culture, search engine optimization (SEO), and click-oriented journalism; and (3) social practice, including domestic neoliberalism, middle-class aspiration, the aestheticization of sustainability, and the commodification of household space.

The study also incorporates the perspective of mediatization to explain how gardening practices are reformulated according to media logic. Within digital news discourse, gardening is rarely portrayed as complex agricultural labour; instead, it is reframed as an accessible solution, a modern domestic project, an enjoyable leisure activity, and a simplified economic opportunity. Research validity was maintained through the principle of trustworthiness. Credibility was ensured through repeated close reading and theoretical triangulation; dependability through systematic coding documentation; confirmability through explicit textual evidence; and transferability through detailed contextual descriptions of Indonesian digital media culture. Ethically, the study relied exclusively on publicly accessible data and therefore did not involve human participants.

Overall, this methodological framework was designed to uncover how Indonesian digital media do not merely disseminate information about home gardening practices, but actively frame them as symbols of an ideal life characterized by greenery, aesthetic value, productivity, and aspirational urban identity. To provide greater methodological transparency, the corpus data

were categorized according to their dominant thematic orientation. This categorization was developed during the coding process to identify recurring patterns related to spatial limitation, economic productivity, domestic aesthetics, sustainability practices, and community empowerment. The corpus distribution is summarized in Table 1.

Table 1. Corpus Distribution and Thematic Categories of Indonesian Digital News Headlines.

Data Category	Number of Headlines	Main Focus
Spatial Limitation	12	Small domestic spaces
Economic Productivity	10	Income generation and harvest
Domestic Aesthetics	9	Beautiful and green homes
Sustainability Practices	8	Recycling and eco-efficiency
Community Empowerment	6	Social and collective gardening activities

4. Results and Discussions

Table 2. Research Corpus

NO.	Research Corpus	Sources of Data
1	7 Tanaman Buah yang Cocok untuk Rumah Cluster Tanpa Halaman, Ideal untuk Balkon atau Teras '7 Fruit Plants Suitable for Cluster Houses without Yards: Ideal for Balconies or Terraces'	Liputan6.com, https://search.app/SSYHU)
2	9 Tanaman Buah Dalam Pot yang Cocok untuk Usaha Rumahan, Panen Melimpah di Lahan Terbatas '9 Potted Fruit Plants Suitable for Home-Based Businesses: Abundant Harvests in Limited Spaces'	Liputan6.com, https://search.app/ae9FT)
3	10 Tanaman Buah yang Cocok Dipadukan dengan Sayur di Halaman Sempit, Kreatif & Produktif '10 Fruit Plants Suitable for Combination with Vegetables in Small Yards: Creative and Productive'	Liputan6.com, https://search.app/k1yD2)
4	9 Inspirasi Edible Garden Buah Mini di Teras Sempit, Lahan Terbatas Jadi Kebun Produktif '9 Inspirations for Mini Fruit Edible Gardens on Narrow Terraces: Limited Land Turned into Productive Gardens'	Liputan6.com, https://search.app/urJHd)

NO.	Research Corpus	Sources of Data
5	7 Kombinasi Tanaman Buah dan Sayur yang Bisa Dipanen Bergantian di Pekarangan Rumah '7 Combinations of Fruit and Vegetable Plants That Can Be Harvested Alternately in Home Yards'	Liputan6.com, https://search.app/MYrr6)
6	Panduan Sulap Teras Rumah Desa Jadi Kebun Buah Menghasilkan Uang 'Guide to Transforming a Village House Terrace into an Income-Generating Fruit Garden'	Liputan6.com, https://search.app/mmsvR)
7	9 Ide Kebun Sayur Minimalis Pakai Kaleng Bekas Kue Lebaran, Estetik dan Ramah Lingkungan '9 Minimalist Vegetable Garden Ideas Using Recycled Cookie Tins: Aesthetic and Eco-Friendly'	Liputan6.com, https://search.app/Nj6Hn)
8	9 Rumah Minimalis di Desa Ukuran 5x8 dengan Kebun Buah Vertikal, Bisa Jadi Inspirasi '9 Minimalist Village Houses Sized 5x8 with Vertical Fruit Gardens: Inspiring Ideas'	Liputan6.com, https://search.app/9W75g)
9	6 Desain Taman Pangan Keluarga dengan Buah dan Sayur di Halaman Sempit '6 Family Food Garden Designs with Fruits and Vegetables in Small Yards'	Liputan6.com, https://search.app/7vHFW)
10	Budidaya Anggur di Teras Rumah Desa Sederhana, Ini Cara Mudah Menanam Buah Premium di Lahan Terbatas 'Growing Grapes on a Simple Village House Terrace: An Easy Way to Cultivate Premium Fruit in Limited Spaces'	Liputan6.com, https://search.app/qWtDe)

NO.	Research Corpus	Sources of Data
11	7 Inspirasi Desain Edible Garden Tropis di Pekarangan Kampung yang Terlihat Modern, Bikin Rumah Asri '7 Tropical Edible Garden Design Inspirations for Village Yards That Look Modern and Make Homes Greener'	Liputan6.com, https://search.app/xkuVM)
12	9 Ide Kebun Buah Rumahan di Lahan 2x3 Meter Tetap Produktif dan Estetik '9 Home Fruit Garden Ideas for 2x3 Meter Spaces That Remain Productive and Aesthetic'	Liputan6.com, https://share.google/kqztTKejTFICqquOu)
13	Kebun Buah Rumahan yang Bisa Jadi Sumber Penghasilan Tambahan, Raih Cuan dari Pekarangan 'Home Fruit Gardens as a Source of Additional Income: Earning Profit from the Yard'	Liputan6.com, https://share.google/YHe1d7DC007Df0tjm)
14	8 Jenis Pohon Buah Kerdil yang Paling Cepat Panen, Cocok Ditanam di Halaman Rumah Sempit '8 Dwarf Fruit Trees with the Fastest Harvests: Suitable for Small Home Yards'	Liputan6.com, https://share.google/gg3IDo4Sigbqhsfv)
15	Cara Menanam Markisa Merambat di Tembok agar Tidak Rusak dan Berbuah Lebat 'How to Grow Passion Fruit Vines on Walls without Damage and with Abundant Yields'	Liputan6.com, https://share.google/9A2ga45R6GcKvYaco)
16	10 Tanaman Buah yang Cocok Ditanam di Pot Besar di Rumah, Ini Tips Cepat Berbuah '10 Fruit Plants Suitable for Large Pots at Home: Tips for Faster Fruiting'	Liputan6.com, https://share.google/ZjBbcRvriDsuig013)
17	7 Model Kebun Buah yang Tidak Boros Air: Solusi Produktif di Lahan Terbatas	Liputan6.com, https://share.google/ceS6YYn3dcVqKzkUD)

NO.	Research Corpus	Sources of Data
	'7 Water-Efficient Fruit Garden Models: Productive Solutions for Limited Land'	
18	10 Desain Teras Minimalis di Lahan Smpit tapi Dikelilingi Pohon dalam Pot Besar, Tetap Rindang dan Asri '10 Minimalist Terrace Designs for Narrow Spaces Surrounded by Large Potted Trees: Shady and Green'	Liputan6.com, https://share.google/aE61UyxKlrb5VZEvv)
19	10 Jenis Pohon Buah di Teras yang Akarnya Tidak Merusak Lantai '10 Types of Terrace Fruit Trees with Roots That Do Not Damage Floors'	Liputan6.com, https://share.google/wETk47FTsfvccUv4w)
20	8 Jenis Tanaman Rambat Berbunga Cantik Tapi Juga Bisa Dimakan Buahnya, untuk Taman Produktif '8 Beautiful Flowering Vines with Edible Fruits for Productive Gardens'	Liputan6.com, https://share.google/pjbuBOZt46rUzPGiW)
21	10 Pohon Buah Berbentuk Unik untuk Penghias Teras agar Lebih Teduh dan Cantik '10 Uniquely Shaped Fruit Trees to Beautify and Shade Terraces'	Liputan6.com, https://share.google/oS8JCrLFgi7E3ByR)
22	7 Tanaman Buah di Teras yang Tidak Rimbun dan Mudah Diatur, Cocok untuk Lahan Sempit '7 Terrace Fruit Plants That Are Easy to Manage and Suitable for Small Spaces'	Liputan6.com, https://share.google/DJj1FQu7deAv3RHxD)
23	11 Jenis Pohon Produktif untuk Halaman Rumah yang Bisa Panen Sekaligus Jadi Hiasan '11 Productive Trees for Home Yards That Provide Harvests and Decorative Value'	Liputan6.com, https://share.google/noXJI2gd7TNkx0cxw)
24	8 Model Teras Estetik dengan Tanaman Rambat Anggur	Liputan6.com, https://share.google/s6BDhLsX3LDggBVyr)

NO.	Research Corpus	Sources of Data
	sebagai Kanopi Alami: Sejuk dan Menawan '8 Aesthetic Terrace Designs with Grapevines as Natural Canopies: Cool and Attractive'	
25	8 Pohon Buah yang Tetap Hidup Ditanam saat Musim Kemarau, Cocol di Iklim Tropis '8 Fruit Trees That Survive the Dry Season: Suitable for Tropical Climates'	Liputan6.com, https://share.google/66ZXIQTkWsdBXHtp)
26	5 Pohon Buah di Halaman yang Akarnya Tidak Merusak Pagar '5 Yard Fruit Trees with Roots That Do Not Damage Fences'	Liputan6.com, https://share.google/gyV1sAFVdlMnbpZV8)
27	11 Tanaman Sayur Mini Tahan Panas untuk Musim Kemarau, Panen Melimpah Sepanjang Waktu '11 Heat-Resistant Mini Vegetable Plants for the Dry Season with Year-Round Harvests'	Liputan6.com, https://share.google/GerGtJRbIEsb8YDfK)
28	10 Tanaman Buah dalam Pot yang Cocok untuk Balkon Apartemen, Estetik & Produktif '10 Potted Fruit Plants Suitable for Apartment Balconies: Aesthetic and Productive'	Liputan6.com, https://share.google/Mf0joOontVC4WQ9if)
29	Cara Bikin Edible Garden dengan Tanaman Sayur Mini di Rumah, Mudah & Hemat Lahan 'How to Create an Edible Garden with Mini Vegetables at Home: Easy and Space-Saving'	Liputan6.com, https://share.google/OgVjflysSGUiOm8UV)
30	12 Pohon Buah Mini Tinggi 1 Meter di Pot, Wujudkan Kebun Impian '12 One-Meter Mini Fruit Trees in Pots to Create a Dream Garden'	Liputan6.com, https://share.google/rKYXDjDIBnPn8FwWy)
31	7 Tanaman yang Sebaiknya Dijauhkan dari Pohon Buah, Diam-diam Curi Nutrisi	Liputan6.com, https://share.google/2mtjGFus5MNGr2vzy)

NO.	Research Corpus	Sources of Data
	'7 Plants That Should Be Kept Away from Fruit Trees Because They Secretly Absorb Nutrients'	
32	8 Pohon Buah Mini Daun Unik untuk Foodscaping, Cepat Panen dan Bisa Percantik Hunian '8 Mini Fruit Trees with Unique Leaves for Foodscaping: Fast Harvests and Beautiful Homes'	Liputan6.com, https://share.google/2ACzHxrhhYLR8Alh3)
33	6 Ide Kebun Sayur di Halaman Masjid untuk Kebutuhan Jamaah yang Produktif dan Berkelanjutan '6 Vegetable Garden Ideas for Mosque Yards to Support Productive and Sustainable Community Needs'	Liputan6.com, https://share.google/7n4zmtPquZk4Bu8E2)
34	Urban Farming di Panularan Solo, Suap Lahan Kosong Sarang Ular Jadi Kebun Produktif 'Urban Farming in Panularan, Solo: Transforming an Empty Snake-Infested Lot into a Productive Garden'	Kompas.com, https://share.google/4DDilMKyUGmA1henP)
35	7 Barang Bekas Unik untuk Pot Tanaman Buah Mini di Halaman Sempit '7 Unique Recycled Items for Mini Fruit Plant Pots in Small Yards'	Liputan6.com, https://share.google/dtBPma9fdtTmxor9)
36	9 Ide Kebun Sayur untuk Ibu PKK, Modal Minim Panen Bisa Dibagikan ke Warga Sekitar '9 Vegetable Garden Ideas for Community Women's Groups: Low-Cost Harvests to Share with Neighbors'	Liputan6.com, https://share.google/K9yDTDjKN9gVW9Pnr)
37	7 Jenis Buah Mini yang Cepat Berbuah Walau Jarang Disiram '7 Types of Mini Fruits That Bear Fruit Quickly Even with Minimal Watering'	Liputan6.com, https://share.google/ORa6IIGzhVMtvNfz)

NO.	Research Corpus	Sources of Data
38	Cara Merangsang Pohon Buah Naga agar Cepat Berbuah di Pekarangan Rumah 'How to Stimulate Dragon Fruit Trees to Bear Fruit Quickly in Home Yards'	Liputan6.com, https://share.google/N4p1wQWcxHrE8v051)
39	7 Jenis Pohon Buah yang Tetap Hidup Walau Sering Dipangkas, Hasil Panen Lebih Optimal 'How to Reuse Cracked Buckets into Useful Household Items: Creative and Eco-Friendly'	Liputan6.com, https://share.google/iMfviXURZIZtpoNxs)
40	Cara Memanfaatkan Ember Retak Jadi Barang Berguna di Rumah, Kreatif dan Ramah Lingkungan 'How to Reuse Cracked Buckets into Useful Household Items: Creative and Eco-Friendly'	Liputan6.com, https://share.google/oPevSMw0KPKaKLU7)
41	8 Pohon Buah yang Paling Mudah Dirangsang Agar Cepat Panen, Cocok untuk Halaman Rumah Sempit '8 Fruit Trees That Are Easiest to Stimulate for Fast Harvests: Suitable for Small Home Yards'	Liputan6.com, https://share.google/DMavgauLS3CdQ6mOc)
42	7 Cara Membuat Kebuh Buah dan Sayur dari Barang Bekas Dapur di Rumah '7 Ways to Create Fruit and Vegetable Gardens Using Recycled Kitchen Items at Home'	Liputan6.com, https://share.google/ACLcvltVWAo5beU8r)
43	Ide Kebun Sayur Mudah Dirawat untuk Usia 60 Tahun, Ini Metode dan Pilihan Sayurnya 'Easy-to-Maintain Vegetable Garden Ideas for People Aged 60 and Above: Methods and Vegetable Choices'	Liputan6.com, https://share.google/hc95JANJy4OUu7JG1)
44	7 Ide Bedengan Kebun Cabai Sederhana di Halaman Depan Rumah, Manfaatkan Lahan Terbatas	Liputan6.com, https://share.google/50iuHk12R9Jc16GEI)

NO.	Research Corpus	Sources of Data
	'7 Simple Chili Garden Bed Ideas for Front Yards: Maximizing Limited Space'	
45	7 Ide Kebun Sayur untuk Ibu-Ibu di Desa Wisata yang Bisa Jadi Daya Tarik Wisatawan '7 Vegetable Garden Ideas for Women in Tourism Villages That Can Attract Visitors'	Liputan6.com, https://share.google/9Z34IKI7fWQhPEY4g

4.1 Discursive Construction of Home Gardening in Indonesian Digital News Media

The corpus analysis demonstrates that Indonesian digital news media construct home gardening through several recurring discursive formations that collectively frame domestic gardening as an aspirational lifestyle practice. These formations reveal how media discourse connects spatial limitation, economic productivity, environmental responsibility, aesthetic value, and communal relations within a unified representation of ideal domestic life. The dominant discursive patterns identified in the corpus are summarized in Table 3.

Table 3. Major Discursive Formations in Indonesian Digital News Representations of Home Gardening

Discursive Formation	Representative Lexical Items	Ideological Meaning
Spatial Limitation as Opportunity	limited land, narrow yard, balcony, terrace	Domestic resilience and spatial optimization
Domestic Economic Productivity	profit, harvest, additional income, productive	Entrepreneurial household ecology
Aestheticized Sustainability	aesthetic, beautiful, modern, dream garden	Middle-class lifestyle aspiration
Domestic Environmentalism	eco-friendly, recycled materials, water-saving	Privatized ecological responsibility
Community-Based Gardening	PKK women, mosque yard, village community	Selective collectivism and social empowerment

The analysis of 45 Indonesian digital news headlines demonstrates that home gardening is not represented merely as an ordinary agricultural activity, but rather as an aspirational lifestyle narrative that integrates spatial efficiency, economic productivity, domestic aesthetics, environmental sustainability, and social empowerment. Within the context of digital media, domestic gardening is positioned simultaneously as a modern solution to urban spatial limitations and as a symbol of progressive household living. This construction emerges through five major discursive formations: (1) limited space as opportunity, (2) gardening as domestic economic capital, (3) the aestheticization of green homes, (4) the domestication of sustainability, and (5) garden-based social collectivism.

4.1.1 Limited Space as a Productive Opportunity

The most dominant theme within the corpus is the transformation of spatial limitation into productive opportunity. Media headlines consistently employ expressions such as sempit (limited), terbatas (restricted), tanpa halaman (without a yard), balkon (balcony), teras (terrace), and 2x3 meter to describe contemporary urban housing conditions. However, rather than portraying spatial constraints as obstacles, the headlines frame them as challenges that

can be overcome through gardening creativity. This tendency is evident in headlines such as *Rumah Cluster Tanpa Halaman* (Cluster Houses without Yards) (1), *Halaman Sempit* (Narrow Yard) (3), *Teras Sempit, Lahan Terbatas* (Small Terrace, Limited Space) (4), *Lahan 2x3 Meter* (2x3-Meter Space) (12), *Lahan Terbatas* (Limited Land) (17), *Balkon Apartemen* (Apartment Balcony) (28), and *Manfaatkan Lahan Terbatas* (Making Use of Limited Space) (44).

These lexical choices indicate that the intended audience primarily consists of urban and suburban residents living under spatial constraints. Within this framework, home gardening is represented as a form of micro-domestic resilience—that is, the capacity of individuals to optimize private spaces in order to generate functional value. Digital media therefore normalize the idea that structural urban limitations should be addressed through personal creativity rather than systemic transformation in urban spatial planning. Ideologically, this narrative aligns closely with neoliberal rationality, which shifts the responsibility for adaptation onto individual households. In this discourse, limited space is not framed as a social problem, but as an opportunity for domestic entrepreneurship.

4.1.2 Home Gardening as Domestic Economic Capital

The second discursive pattern reveals how media construct home gardening as a source of economic value. Gardening is no longer positioned merely as recreation or leisure; instead, it is framed as a household investment capable of generating harvests, reducing expenses, and even producing income. This representation is reflected in headlines such as *Usaha Rumahan, Panen Melimpah* (Home Business, Abundant Harvest) (2), *Menghasilkan Uang* (Generating Income) (6), *Sumber Penghasilan Tambahan, Raih Cuan* (Additional Income Source, Earn Profit) (13), *Paling Cepat Panen* (Fastest Harvest) (14), *Tips Cepat Berbuah* (Tips for Faster Fruiting) (16), *Panen Sekaligus Jadi Hiasan* (Harvest and Decoration at Once) (23), *Panen Melimpah Sepanjang Waktu* (Abundant Harvest All Year Round) (27), *Cepat Panen* (Quick Harvest) (32), *Hasil Panen Lebih Optimal* (More Optimal Harvest Results) (39), and *Mudah Dirangsang Agar Cepat Panen* (Easily Stimulated for Faster Harvest) (41).

Lexical expressions such as *cuan* (profit), *menghasilkan uang* (generate income), *panen melimpah* (abundant harvest), *optimal*, and *penghasilan tambahan* (additional income) indicate the commercialization of gardening practices. Home gardening is thus framed as an entrepreneurial household ecology in which domestic spaces are expected to become economically productive. These findings suggest that sustainability within digital media discourse is frequently tied to instrumental market values. Ecological practices become appealing insofar as they promise economic gain, cost efficiency, or rapid results. Consequently, home gardening becomes embedded within the contemporary economy of attention and productivity culture.

4.1.3 The Aestheticization of Green Homes as a Middle-Class Symbol

Beyond its economic dimension, home gardening is also represented as a source of visual beauty and an indicator of ideal housing. In media narratives, a desirable home is not simply clean or spacious, but also green, beautiful, refreshing, and modern. Plants therefore function not only biologically, but symbolically. This representation appears in headlines such as *Estetik dan Ramah Lingkungan* (Aesthetic and Environmentally Friendly) (7), *Rumah Minimalis ... Jadi Inspirasi* (Minimalist House ... Becomes Inspiration) (8), *Terlihat Modern, Bikin Rumah Asri* (Looks Modern, Makes the House Green and Pleasant) (11), *Produktif dan Estetik* (Productive and Aesthetic) (12), *Tetap Rindang dan Asri* (Still Shady and Green) (18), *Berbunga Cantik* (Beautifully Blooming) (20), *Penghias Teras ... Cantik* (Beautiful Terrace Decoration) (21), *Teras Estetik ... Menawan* (Aesthetic Terrace ... Charming) (24), *Wujudkan Kebun Impian* (Creating a Dream Garden) (30), and *Percantik Hunian* (Beautifying the Residence) (32).

Lexical items such as *estetik* (aesthetic), *modern*, *cantik* (beautiful), *asri* (lush/pleasant), *menawan* (charming), and *impian* (dream) indicate that home gardening is positioned as part of a middle-class aesthetic project. Domestic gardens become markers of

taste, cultural capital, and carefully curated lifestyles. Sociologically, this phenomenon reflects the aestheticization of sustainability, whereby ecological practices are transformed into socially valued visual symbols. Within digital culture, neat and aesthetically pleasing green homes also possess performative value because they can easily be displayed through social media platforms.

4.1.4 The Domestication of Environmental Sustainability

Another important discursive formation concerns the representation of home gardening as a form of household-scale ecological responsibility. Media narratives employ themes of resource efficiency, recycling, and sustainability to frame gardening as an everyday moral practice. Examples include *Kaleng Bekas ... Ramah Lingkungan* (Used Cans ... Environmentally Friendly) (7), *Tidak Boros Air* (Not Wasteful of Water) (17), *Mudah & Hemat Lahan* (Easy and Space-Efficient) (29), *Produktif dan Berkelanjutan* (Productive and Sustainable) (33), *Barang Bekas Unik untuk Pot* (Unique Recycled Items for Pots) (35), *Ember Retak Jadi Barang Berguna* (Cracked Buckets Become Useful Objects) (40), and *Barang Bekas Dapur* (Used Kitchen Materials) (42).

Expressions such as *ramah lingkungan* (environmentally friendly), *hemat* (efficient), *tidak boros air* (water-saving), *barang bekas* (recycled items), and *berkelanjutan* (sustainable) demonstrate how ecological issues are translated into simple domestic practices. This process can be described as the domestication of sustainability, in which global environmental concerns are reduced to manageable household actions. Although this discourse carries positive ecological implications, it may also redirect attention away from structural environmental issues such as state policy, extractive industries, or urban inequality. Ecological responsibility becomes individualized through ethics of consumption and domestic management.

4.1.5 Home Gardening as Community Social Infrastructure

The final theme demonstrates how home gardening and small-scale gardens are represented as instruments for strengthening communities, social solidarity, and the empowerment of vulnerable groups. This tendency is visible in headlines such as *Halaman Masjid untuk Kebutuhan Jamaah* (Mosque Yard for Congregational Needs) (33), *Lahan Kosong ... Jadi Kebun Produktif* (Empty Land Becomes a Productive Garden) (34), *Untuk Ibu PKK ... Dibagikan ke Warga Sekitar* (For PKK Mothers ... Distributed to Nearby Residents) (36), *Untuk Usia 60 Tahun* (For Those Aged 60 Years) (43), and *Ibu-Ibu di Desa Wisata ... Daya Tarik Wisatawan* (Women in Tourism Villages ... Tourist Attraction) (45).

In these headlines, subjects such as *ibu PKK* (women's community groups), *jamaah* (congregations), elderly citizens, and village residents are represented as agents of transformation. Gardening becomes a medium for solidarity, food distribution, productive ageing, and local economic attraction. Accordingly, home gardening is framed not only as an individual project but also as a form of social infrastructure—a small-scale spatial practice capable of generating collective relations, mutual cooperation, and communal benefits. This finding indicates that digital media continue to preserve communal values despite the dominance of individualistic narratives.

4.1.6 Synthesis of Findings

Overall, the discursive construction of home gardening within Indonesian digital media follows the following formula:

spatial limitation + economic productivity + domestic aesthetics + ecological responsibility + social value = ideal modern lifestyle

Through this formula, media construct imaginaries of homes that are small yet productive, modest yet profitable, limited yet green, domestic yet modern, and private yet socially meaningful. These findings demonstrate that digital media do not merely disseminate gardening techniques; rather, they promote aspirational sustainability—a form of

sustainability framed as attractive, aesthetic, productive, and socially desirable. Within this context, home gardening becomes an identity project for the urban middle class, combining ecological morality with socio-economic aspiration.

4.2 Linguistic Strategies Integrating Sustainability, Aesthetics, and Domestic Economy

The integration of sustainability, domestic aesthetics, and economic productivity within Indonesian digital news discourse is achieved through systematic linguistic strategies. These strategies function persuasively by transforming ecological practices into attractive, practical, and economically beneficial lifestyle activities. Through recurring lexical choices and rhetorical framing, digital media construct home gardening as simultaneously modern, profitable, environmentally responsible, and visually appealing. The principal linguistic strategies identified in the corpus are presented in Table 4.

Table 4. Linguistic Strategies Integrating Sustainability, Domestic Aesthetics, and Economic Productivity

Linguistic Strategy	Dominant Lexical Features	Discursive Function
Triadic Value Bundling	Aesthetic, eco-friendly, productive	Integrating sustainability, beauty, and profit
Scarcity Transformation	Limited land, solution, utilize	Reframing spatial limitation as opportunity
Efficiency and Speed	Fast harvest, easy, efficient	Adapting gardening to instant digital culture
Aestheticized Productivity	Beautiful harvest, dream garden	Merging economic value with visual pleasure
Ecological Morality	Recycled, water-saving, sustainable	Moral legitimization of household practices
Social Inclusivity	PKK women, elderly, villagers	Domesticating sustainability for broader audiences

The analysis of 45 Indonesian digital news headlines demonstrates that media outlets employ systematic linguistic strategies to connect three domains that are conventionally perceived as separate: environmental sustainability, domestic aesthetics, and household economic gain. Rather than presenting these dimensions independently, digital media integrate them into a unified semantic package that frames home gardening as rational, attractive, and profitable. Discursively, this strategy is significant because sustainability is often associated with sacrifice and restraint, aesthetics with consumption and lifestyle display, and domestic economy with practical necessity. Indonesian digital media successfully merge these seemingly contradictory domains through lexical choices, rhetorical structures, and persuasive framing techniques. The corpus reveals six major linguistic strategies.

4.2.1 The Triadic Strategy: Green, Beautiful, and Profitable

The most dominant strategy involves combining three values simultaneously within a single headline: environmental friendliness, visual attractiveness, and economic productivity. Headlines are designed to encourage readers to perceive home gardening as a practice offering comprehensive benefits. Examples include *Estetik dan Ramah Lingkungan* (Aesthetic and Environmentally Friendly) (7), *Produktif dan Estetik* (Productive and Aesthetic) (12), *Kreatif & Produktif* (Creative & Productive) (3), *Taman Produktif* (Productive Garden) (20), *Cepat Panen dan Bisa Percantik Hunian* (Fast Harvest and Able to Beautify the Home) (32), and *Panen Sekaligus Jadi Hiasan* (Harvest and Decoration at Once) (23).

Within these examples, terms such as *produktif* (productive) and *panen* (harvest) represent the domestic economy; *estetik* (aesthetic), *cantik* (beautiful), and *percantik* (beautify) signify aesthetics; while *ramah lingkungan* (environmentally friendly) symbolizes

sustainability. By combining these three dimensions, digital media construct the narrative that home gardening is not merely an ecological activity, but also a means of enhancing property value and generating household income. This phenomenon may be conceptualized as discursive value bundling, namely the integration of multiple forms of value within a concise communicative message.

4.2.2 The Strategy of Transforming Limitation into Added Value

The second strategy involves transforming negative conditions—limited space, narrow land, and homes without yards—into productive and aesthetic opportunities. Media discourse positions spatial limitation as something manageable and solvable. Examples include *Rumah Cluster Tanpa Halaman* (Cluster Houses without Yards) (1), *Halaman Sempit, Kreatif & Produktif* (Narrow Yard, Creative & Productive) (3), *Lahan Terbatas Jadi Kebun Produktif* (Limited Land Becomes a Productive Garden) (4), *Lahan 2x3 Meter Tetap Produktif dan Estetik* (A 2x3-Meter Space Remains Productive and Aesthetic) (12), *Solusi Produktif di Lahan Terbatas* (Productive Solutions for Limited Space) (17), *Balkon Apartemen, Estetik & Produktif* (Apartment Balcony, Aesthetic & Productive) (28), and *Manfaatkan Lahan Terbatas* (Making Use of Limited Space) (44).

Words such as *tetap* (still), *jadi* (becomes), *solusi* (solution), and *manfaatkan* (utilize) signify transformation from deficiency to success. This strategy is highly effective because it targets urban audiences experiencing spatial constraints. Ideologically, it reinforces the belief that individual creativity alone is sufficient to solve structural spatial problems.

4.2.3 The Strategy of Promising Fast and Efficient Results

Digital media also employ language that promises quick, easy, and efficient outcomes. This strategy connects household economics with the instant-oriented logic of contemporary digital culture. Examples include *Paling Cepat Panen* (Fastest Harvest) (14), *Tips Cepat Berbuah* (Tips for Faster Fruiting) (16), *Cepat Panen* (Quick Harvest) (32), *Cepat Berbuah Walau Jarang Disiram* (Fast Fruiting Even with Minimal Watering) (37), *Mudah Dirangsang Agar Cepat Panen* (Easily Stimulated for Faster Harvest) (41), *Cara Mudah Menanam* (Easy Ways to Plant) (10), and *Mudah & Hemat Lahan* (Easy & Space-Efficient) (29).

Terms such as *cepat* (fast), *mudah* (easy), *tips*, and *hemat* (efficient) form a lexicon of efficiency. Gardening—an activity that in reality requires considerable time and patience—is represented as a practical endeavor capable of delivering immediate outcomes. This strategy adapts home gardening to digital culture, which prioritizes speed, convenience, and instant gratification.

4.2.4 The Strategy of Aestheticizing Productivity

In many headlines, economic productivity is not presented bluntly, but rather wrapped in the language of beauty and visual pleasure. As a result, generating income appears elegant and enjoyable rather than overtly materialistic. Examples include *Penghias Teras agar Lebih Teduh dan Cantik* (Terrace Decoration for a More Shaded and Beautiful Home) (21), *Teras Estetik ... Kanopi Alami* (Aesthetic Terrace ... Natural Canopy) (24), *Wujudkan Kebun Impian* (Realize Your Dream Garden) (30), *Rumah Asri* (Green and Pleasant Home) (11), *Rindang dan Asri* (Shady and Pleasant) (18), *Percantik Hunian* (Beautify the Residence) (32), and *Panen Sekaligus Jadi Hiasan* (Harvest and Decoration at Once) (23).

Here, economic benefits (harvest) are inseparable from visual benefits (decoration). Productive homes are simultaneously constructed as beautiful homes. This indicates that media discourse merges symbolic consumption with material productivity. Such a strategy strongly aligns with middle-class aspirations for homes that are not only functional but also visually representative.

4.2.5 The Strategy of Ecological Morality through Recycling and Efficiency

To establish moral legitimacy, digital media employ language associated with environmental responsibility. Home gardening is linked to recycling practices, water conservation, and the reuse of discarded materials. Examples include *Kaleng Bekas Kue Lebaran* (Used Eid Cookie Cans) (7), *Tidak Boros Air* (Not Wasteful of Water) (17), *Ramah Lingkungan* (Environmentally Friendly) (7), *Barang Bekas Unik untuk Pot* (Unique Recycled Materials for Pots) (35), *Ember Retak Jadi Barang Berguna* (Cracked Buckets Become Useful Objects) (40), *Barang Bekas Dapur* (Used Kitchen Materials) (42), and *Berkelanjutan* (Sustainable) (33).

Words such as *bekas* (used/recycled), *hemat* (efficient), *tidak boros* (not wasteful), and *berkelanjutan* (sustainable) generate the impression that these activities are not merely profitable, but also ethically responsible. Household economic gain therefore receives moral justification through environmental discourse. This strategy is important because it allows consumption and productivity to appear compatible with ecological concern.

4.2.6 The Strategy of Social Inclusivity and Audience Domestication

Digital media further broaden the appeal of home gardening by explicitly mentioning particular social groups, thereby fostering a sense of familiarity and relevance among readers. Examples include *Untuk Ibu PKK* (For PKK Women's Groups) (36), *Untuk Usia 60 Tahun* (For 60-Year-Olds) (43), *Untuk Ibu-Ibu di Desa Wisata* (For Women in Tourism Villages) (45), *Kebutuhan Jamaah* (For Congregational Needs) (33), *Usaha Rumahan* (Home Business) (2), and *Rumah Desa Sederhana* (Simple Village House) (10).

By referencing housewives, elderly individuals, villagers, and religious congregations, digital media domesticate the concept of sustainability into an accessible and familiar activity that can supposedly be practiced by anyone. This strategy removes the impression that sustainability belongs exclusively to highly educated urban elites.

4.2.7 Synthesis of Linguistic Strategies

Overall, the linguistic strategies within the corpus operate according to the following formula:

efficient + beautiful + productive + easy + fast + ecological morality = desirable home gardening

Through this formula, digital media successfully integrate three distinct logics:

Domain	Linguistic Representation
Sustainability	Environmentally friendly, water-efficient, recycled materials, sustainable
Aesthetics	Aesthetic, beautiful, pleasant, charming, dream
Domestic Economy	Harvest, profit, additional income, productive

4.2.8 Critical Interpretation

These findings indicate that Indonesian digital media do not merely promote home gardening, but actively produce a hybrid discourse of aspirational domesticity. Sustainability is rendered attractive through aesthetics, while household economic activity gains legitimacy through ecological morality. In other words, readers are not simply encouraged to cultivate plants; they are invited to imagine themselves as modern subjects who care about the environment, possess beautiful homes, manage finances intelligently, and remain productive within domestic spaces. This represents a new form of aspirational sustainability discourse in Indonesian digital media.

4.3 Lifestyle Ideologies Produced through Home-Gardening Narratives in Indonesian Digital News Media

Beyond the level of textual representation, Indonesian digital news headlines also reproduce broader lifestyle ideologies concerning domesticity, productivity, environmental responsibility,

and middle-class aspiration. These ideologies operate implicitly through recurring narrative structures, evaluative expressions, and representations of ideal household practices. The dominant ideological formations emerging from the corpus are summarized in Table 5.

Table 5. Dominant Lifestyle Ideologies Produced through Home-Gardening Narratives in Indonesian Digital Media

Lifestyle Ideology	Discursive Indicators	Social Implication
Total Productivity	Abundant harvest, generate income	Homes must continuously produce value
Spatial Efficiency	Narrow yard, balcony, limited land	No domestic space should remain idle
Middle-Class Aesthetics	Aesthetic, modern, dream garden	Green homes as cultural capital
Green Consumerism	Eco-friendly, recycled materials	Sustainability through personal consumption
Self-Improvement	Tips, easy, guide	Individuals must continuously optimize themselves
Selective Communitarianism	Mosque garden, PKK groups	Limited collectivism within neoliberal discourse

The analysis of corpus data (1–45) demonstrates that home-gardening narratives in Indonesian digital media extend far beyond the informational level of planting techniques. Rather, these texts produce specific lifestyle ideologies—sets of values, norms, and aspirations concerning how individuals should live, manage domestic spaces, organize consumption, and perform social identity. From the perspective of Critical Discourse Analysis, ideology operates subtly through lexical choices, benefit-oriented framing, and representations of idealized lifestyles that appear natural and unquestioned. Through these headlines, home gardening is constructed as a marker of the modern subject: productive, environmentally conscious, creative, healthy, aesthetically refined, and economically self-reliant. In other words, digital media are not merely selling plants; they are selling desirable models of living. The corpus analysis reveals six dominant lifestyle ideologies.

4.3.1 The Ideology of Total Productivity: The Home Must Generate Value

The most prominent ideology within the corpus is the notion that domestic spaces should never remain passive; homes must continuously produce value, particularly economic value. Yards, terraces, balconies, and even small household corners are represented as assets that require optimization. This tendency appears in headlines such as *Usaha Rumahan, Panen Melimpah* (Home Business, Abundant Harvest) (2), *Menghasilkan Uang* (Generating Income) (6), *Sumber Penghasilan Tambahan, Raih Cuan* (Additional Income Source, Earn Profit) (13), *Panen Sekaligus Jadi Hiasan* (Harvest and Decoration at Once) (23), *Panen Melimpah Sepanjang Waktu* (Abundant Harvest All Year Round) (27), and *Hasil Panen Lebih Optimal* (More Optimal Harvest Results) (39).

These narratives suggest that the ideal household is one that remains economically productive. Gardening itself is repositioned as a business opportunity or supplementary income source. Ideologically, this reflects the logic of neoliberal productivity culture, namely the belief that every space and moment should generate measurable value or economic return.

4.3.2 The Ideology of Efficiency and Spatial Optimization

Digital media also produce the idea that even the smallest spaces must be utilized to their fullest potential. Limited land should never remain empty, but instead be transformed into productive and meaningful spaces. Examples include *Rumah Cluster Tanpa Halaman* (Cluster Houses without Yards) (1), *Halaman Sempit* (Narrow Yard) (3), *Lahan Terbatas Jadi*

Kebun Produktif (Limited Land Becomes a Productive Garden) (4), *Lahan 2x3 Meter Tetap Produktif* (A 2x3-Meter Space Remains Productive) (12), *Balkon Apartemen* (Apartment Balcony) (28), and *Manfaatkan Lahan Terbatas* (Making Use of Limited Space) (44).

Within this discourse, domestic space is treated as a form of capital that must be optimized. No space is permitted to remain “idle.” This ideology promotes a mentality of extreme efficiency characteristic of modern urban society. The ideal home is therefore not necessarily a spacious one, but rather a home capable of transforming limitation into added value.

4.3.3 The Ideology of Middle-Class Aesthetics

Home-gardening narratives also produce specific visual standards concerning what constitutes a desirable home: green, orderly, shaded, beautiful, aesthetic, and modern. Plants function as markers of taste and symbolic status. This tendency is reflected in headlines such as *Estetik dan Ramah Lingkungan* (Aesthetic and Environmentally Friendly) (7), *Rumah Minimalis ... Jadi Inspirasi* (Minimalist House ... Becomes Inspiration) (8), *Terlihat Modern, Bikin Rumah Asri* (Looks Modern, Makes the House Green and Pleasant) (11), *Produktif dan Estetik* (Productive and Aesthetic) (12), *Cantik* (Beautiful) (21), *Teras Estetik ... Menawan* (Aesthetic Terrace ... Charming) (24), *Kebun Impian* (Dream Garden) (30), and *Percantik Hunian* (Beautifying the Residence) (32).

Lexical choices such as modern, *impian* (dream), *menawan* (charming), and *estetik* (aesthetic) indicate that home gardening functions as part of middle-class identity performance. Homes become not merely places of residence, but stages for self-representation. This reflects a middle-class lifestyle ideology in which well-arranged green homes symbolize sophistication, success, and cultivated taste.

4.3.4 The Ideology of Green Consumerism

Digital media portray sustainability as something achievable primarily through personal lifestyle choices: reusing discarded materials, cultivating plants independently, conserving water, and creating recycled planting containers. Examples include *Kaleng Bekas ... Ramah Lingkungan* (Used Cans ... Environmentally Friendly) (7), *Tidak Boros Air* (Not Wasteful of Water) (17), *Hemat Lahan* (Space-Efficient) (29), *Barang Bekas Unik untuk Pot* (Unique Recycled Items for Pots) (35), *Ember Retak Jadi Barang Berguna* (Cracked Buckets Become Useful Objects) (40), and *Barang Bekas Dapur* (Used Kitchen Materials) (42).

These narratives frame environmental crises as matters of individual behaviour that can be resolved through simple domestic practices. Sustainability is therefore privatized and relocated to the household level. This ideology corresponds to green consumerism, namely the assumption that environmental protection can be achieved primarily through personal consumption habits and lifestyle adjustments without addressing broader structural problems.

4.3.5 The Ideology of Self-Reliance and Self-Improvement

Many headlines employ terms such as cara (how-to), tips, mudah (easy), cepat (fast), and panduan (guide), suggesting that individuals are expected to continuously improve themselves and acquire new practical skills. Examples include *Panduan Sulap Teras Rumah Desa* (Guide to Transforming a Village House Terrace) (6), *Ini Cara Mudah Menanam* (An Easy Way to Plant) (10), *Tips Cepat Berbuah* (Tips for Faster Fruiting) (16), *Cara Bikin Edible Garden* (How to Create an Edible Garden) (29), *Cara Merangsang Pohon Buah Naga* (How to Stimulate Dragon Fruit Trees) (38), and *Mudah Dirawat* (Easy to Maintain) (43).

These narratives construct an ideal subject who is proactive, continuously learning, and capable of independently improving personal quality of life. Gardening becomes part of a broader self-development project. In this sense, digital media reproduce the ideology that household success derives primarily from personal initiative rather than collective support or public policy.

4.3.6 The Ideology of Selective Communitarianism

Although most headlines emphasize individual achievement, several texts still preserve elements of collectivism and mutual cooperation. Examples include *Halaman Masjid untuk Kebutuhan Jamaah* (Mosque Yard for Congregational Needs) (33), *Lahan Kosong Jadi Kebun Produktif* (Empty Land Becomes a Productive Garden) (34), *Untuk Ibu PKK ... Dibagikan ke Warga Sekitar* (For PKK Women's Groups ... Distributed to Nearby Residents) (36), and *Untuk Ibu-Ibu di Desa Wisata* (For Women in Tourism Villages) (45).

In these cases, home gardens and community gardens are positioned as instruments of social solidarity, food distribution, and local empowerment. However, such collectivist narratives appear less frequently than individualistic ones. This indicates that communal ideology remains present, yet occupies a peripheral position within the dominant discourse of personal productivity.

4.3.7 Ideological Synthesis

Overall, home-gardening narratives produce the following model of the ideal subject: *modern individual + productive home + efficient space + aesthetic lifestyle + environmental awareness + economic self-reliance*

Through this formula, readers are encouraged to imagine that living well means maintaining homes that generate value, maximizing even the smallest spaces, cultivating beautiful and green environments, protecting nature through personal action, generating income domestically, and taking full responsibility for personal improvement.

4.3.8 Critical Interpretation

These findings demonstrate that Indonesian digital media produce an ideology of aspirational domesticity, namely the belief that the ideal household should simultaneously be productive, aesthetic, environmentally conscious, and economically efficient. Home gardening becomes a symbol of successful modern living. However, beneath this positive imagery lies a strong neoliberal logic: responsibility for food security, environmental protection, economic resilience, and quality of life is transferred to individual households.

Structural problems such as limited urban housing, rising food prices, and ecological crises are reframed as personal responsibilities requiring individuals to become "more creative" within domestic spaces. Accordingly, home-gardening narratives function not merely as gardening promotion, but as cultural mechanisms that normalize the self-managing citizen—the ideal subject who independently regulates domestic space, economy, health, and environmental responsibility through small-scale household projects.

Discussions

The findings of this study demonstrate that Indonesian digital media transform home gardening from a domestic agricultural practice into an aspirational lifestyle narrative rich in symbolic value. Section 4.1 showed that home gardening is constructed through five principal dimensions: spatial efficiency, economic productivity, domestic aesthetics, ecological responsibility, and social value. These findings extend earlier scholarship that primarily emphasized functional benefits such as food security, nutrition, and health (Galhena et al., 2013; Kortright & Wakefield, 2011; Algert et al., 2016). Within Indonesian digital media, home gardening has shifted into a symbolic commodity signifying modern and progressive households. The construction of limited space as productive opportunity reinforces an urban neoliberal logic.

Headlines such as *rumah cluster tanpa halaman* (cluster houses without yards), *lahan 2x3 meter* (2x3-meter land), and *balkon apartemen* (apartment balconies) indicate that structural housing limitations are not interpreted as urban-planning problems, but rather as challenges to be overcome through personal creativity. This finding resonates with the arguments of McClintock and Tornaghi, while adding a new dimension: digital media package such responses as personal aspirations rather than public-policy concerns. Section 4.2 demonstrated that this transformation of meaning is achieved through systematic linguistic strategies. Media employ

discursive value bundling, namely the integration of sustainability, aesthetics, and domestic economy within single headlines.

Expressions such as “*estetik dan ramah lingkungan*” (aesthetic and environmentally friendly) and “*produktif dan estetik*” (productive and aesthetic) illustrate how digital media market a package of values attractive to online audiences. These findings support the arguments of Hansen and Machin as well as Cox, who contend that contemporary environmental communication relies heavily on emotional, visual, and consumer-oriented framing. The dominance of words such as *mudah* (easy), *cepat* (fast), *hemat* (efficient), and tips further demonstrates how home gardening is adapted to the instant-oriented logic of digital culture. Gardening practices are represented as practical activities capable of generating immediate results. Here, the logic of mediatization described by Nick Couldry and Andreas Hepp becomes visible: social practices are reformulated according to the rhythms of digital media and the preferences of online audiences.

Section 4.3 uncovered the ideology of aspirational domesticity. The ideal home is constructed as productive, green, aesthetic, and capable of generating additional income. This finding aligns with Pierre Bourdieu’s argument that taste and lifestyle function as markers of social class. Home gardening operates as a form of cultural capital representing competence, environmental awareness, and middle-class status. At the same time, the findings also confirm the critiques of Evans and Peattie regarding green consumerism. Environmental responsibility is reduced to personal practices such as planting in pots or reusing discarded materials, while broader structural issues—including climate crisis, land access, food inflation, and exclusive urban planning—disappear from media narratives. Sustainability is thus privatized at the household level.

Although individualistic narratives dominate, this study also identifies traces of collectivism through references to mosque gardens, women’s organizations (PKK), elderly communities, and tourism villages. Within the Indonesian context, home gardening still retains values of mutual cooperation, even though these remain peripheral to the dominant discourse of personal productivity. Overall, Indonesian digital media do not merely represent home gardening; they actively produce a model of the ideal citizen: self-reliant, efficient, productive, environmentally conscious, and aesthetically oriented. The principal contribution of this study lies in the concept of Domestic Sustainability as Aspirational Media Lifestyle, namely the commodification of domestic sustainability as a contemporary digital lifestyle identity.

5. Conclusions

This study demonstrates that home gardening in Indonesian digital news media is not represented merely as an ordinary cultivation practice, but rather as a discursive construction that integrates sustainability, domestic aesthetics, and economic productivity into a unified narrative of ideal lifestyle. Through the analysis of 45 digital news headlines, the study finds that media consistently frame home gardening as a modern solution to urban spatial limitations, a means of improving household welfare, a symbol of orderly middle-class housing, and a form of ecological responsibility that can be practiced from within the home. Consequently, home gardening is positioned not merely as a planting space, but as a space of identity formation.

The first major finding reveals that digital media construct the logic of “limitation as opportunity.” Expressions such as *lahan sempit* (limited land), *tanpa halaman* (without a yard), *teras* (terrace), *balkon* (balcony), and *2x3 meter* are discursively transformed into productive spaces that can be optimized. This reflects a shift from structural understandings of housing limitation toward an individualistic ethos in which every spatial problem can supposedly be overcome through personal creativity. The ideal home is therefore no longer defined by size, but by its capacity to transform limitation into added value.

The second finding demonstrates that sustainability is marketed through highly persuasive linguistic strategies. Media do not present sustainability as sacrifice, but rather as something beautiful, easy, efficient, profitable, and capable of generating rapid harvests. In other words, digital news media develop a hybrid discourse that combines ecological morality, visual-

consumption logic, and household economic aspiration. This explains why environmental issues become more appealing when framed as forms of personal benefit and lifestyle enhancement.

The third finding uncovers a deeper ideological dimension: the production of the self-managing citizen—an ideal subject capable of managing limited space, producing food independently, protecting the environment, beautifying the home, and even generating additional household income. In this context, media do not simply disseminate gardening information; they normalize the privatization of responsibility for food, economy, and environmental management. Such narratives align closely with neoliberal rationality, which transfers the burden of adaptation from the state or social structures to individual households.

Theoretically, this study offers conceptual novelty through the notion of Domestic Sustainability as Aspirational Media Lifestyle. This concept explains that domestic sustainability in digital media is no longer understood purely as ecological practice, but rather as a desirable, performative, and symbolically valuable lifestyle identity. Methodologically, the study demonstrates that micro-lexical analysis of media headlines can effectively reveal sustainability ideologies embedded within short texts. In addition, the research contributes geographical novelty by enriching global scholarship—previously dominated by Western contexts—with Indonesian data representing the Global South.

Nevertheless, the study also highlights an important paradox. On the one hand, home-gardening narratives may encourage ecological awareness, spatial creativity, and household economic empowerment. On the other hand, such narratives risk reducing structural issues—urban housing crises, food inflation, unequal access to green space, and environmental degradation—to personal responsibilities supposedly solvable through domestic gardening. Sustainability promoted by digital media therefore requires critical interpretation: not only as a solution, but also as a cultural mechanism that individualizes social responsibility.

Future research may expand the corpus to include news visuals, social media platforms, short-form videos, and audience responses in order to examine how narratives of domestic sustainability are consumed, negotiated, or resisted within society. Ultimately, this study affirms that in the digital era, home gardens are no longer merely gardens; they are symbolic arenas where ideology, social class, consumption, and sustainability continuously intersect and are renegotiated.

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