



## Islamic Da'wah in Environmental Issues: Tiktok Metro Tv's Content Analysis on Bali Floods

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### Abstrak

#### Kata Kunci:

Da'wah,  
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Media

Penelitian ini meneliti peran dakwah Islam dalam isu lingkungan dengan menyoroti banjir besar yang terjadi di Bali pada 10 September 2025. Rendahnya kesadaran dan kepedulian masyarakat terhadap konservasi lingkungan, yang menyebabkan banjir, bukan hanya dari faktor alam tetapi juga kerusakan lingkungan akibat tindakan manusia, serta peran dakwah Islam yang kurang optimal dalam membangun kesadaran ekologis masyarakat. Studi ini menggunakan metode kualitatif deskriptif dengan analisis isi. Tujuan studi ini adalah untuk menganalisis peran dakwah dalam isu lingkungan, khususnya melalui konten media sosial TikTok Metro TV, dalam memberikan pendidikan kepada masyarakat tentang penyebab dan dampak banjir. Data ini diperoleh dari media sosial TikTok Metro TV dalam bentuk video, observasi, acara informasi, dan literatur tentang dakwah Islam dan ekologi. Studi ini menunjukkan bahwa banjir di Bali bukan hanya disebabkan oleh curah hujan ekstrem, tetapi juga oleh penurunan daya serap lahan, pembangunan yang mengabaikan perencanaan tata ruang, bangunan yang padat, dan kebiasaan masyarakat yang tidak peduli terhadap isu lingkungan, seperti membuang sampah sembarangan. Metro TV, melalui akun TikTok-nya, berperan dalam memberikan edukasi publik melalui konten singkat yang menjelaskan penyebab dan dampak banjir yang terjadi di Bali. Dari perspektif ekologi Islam, kerusakan lingkungan dipandang sebagai fasad fil-ardh (tujuan bumi) yang harus dicegah. Oleh karena itu, kolaborasi antara masyarakat, pemerintah, media, dan nilai-nilai Islam sangat penting untuk mendorong mitigasi bencana dan menjaga keberlanjutan lingkungan.

### Abstract

#### Keywords:

Dakwah,  
Environmental  
Issues, Social  
Media.

This study examines the role of Islamic da'wah in environmental issues by highlighting the major flood that occurred in Bali on September 10, 2025. The low level of public awareness and concern for environmental preservation, which caused the flood, was not only due to natural factors but also due to environmental damage caused by human activities, as well as the suboptimal role of Islamic da'wah in

building ecological awareness in society. This study uses a descriptive qualitative method with content analysis. The purpose of this study is to analyze the role of da'wah (Islamic outreach) on environmental issues, specifically through TikTok Metro TV's social media content, in educating the public about the causes and impacts of flooding. This data was obtained from TikTok Metro TV's social media platforms in the form of videos, observations of information broadcasts, and literature on Islamic da'wah and ecology. This study shows that flooding in Bali is not only caused by extreme rainfall, but also by decreased land absorption capacity, development that ignores spatial planning, dense buildings, and community habits that are less concerned about environmental issues, such as littering. Metro TV, through its TikTok account, plays a role in educating the public through short content explaining the causes and impacts of the floods in Bali. From an Islamic ecological perspective, environmental damage is seen as a facade of the earth's purpose (*fil-ardh*) and must be prevented. Therefore, collaboration between the community, government, media, and Islamic values is crucial to promote disaster mitigation and maintain environmental sustainability.

## INTRODUCTION

In the era of globalization and many complexities about environmental issues, the existence of environmental communities and movements seen from an Islamic perspective is very important. Islam teaches and shows that sustainability and ecosystem balance are the most important principles, where a person plays the role of a *khalifah* or leaders who have the responsibility to protect and preserve nature. With the issue of climate change, environmental pollution, and the rise of diversity, to disasters in several regions, such as Bali. The floods in Bali show that there is a serious environmental crisis in a region that has been known to have a sustainable natural image. This event is also not only caused by natural factors, but also by human activities, such as land conversion and development that does not pay attention to environmental sustainability. In addition, floods in Bali also received wide attention from the national media, so it is relevant to be studied in the context of the role of Islamic da'wah media in building community environmental awareness. Because nature conservation is getting more serious, the application of environmental values in Islamic religious teachings is very essential (Nurdin et al., 2024).

Environmental da'wah in Islam is a way for a person to deal with climate change. "The Principle of Challenge" *khalifatullah fil ardh* "In Islam, it is used as a basis to provide understanding to the community about the importance of maintaining and preserving the environment. The concept of environmental da'wah is also strengthened by several Islamic

teachings in the Qur'an and Hadith that provide instructions for environmental conservation (Fitriani & Aliyudin, 2021). Thus, the role of environmental da'wah in dealing with climate change is very important, because through environmental da'wah, one can realize the meaning of maintaining the sustainability of nature by taking positive steps to minimize the effects of these weather changes, such as landslides, floods, and other natural disasters.

Natural disasters are one of the events that originate from natural processes that have a major impact on society. One of the most frequent disasters in various regions and cities is flooding. This phenomenon often has a major impact on the environment, economy, and social life of the community. In Indonesia, natural disasters have become part of geographical conditions and climate change, Indonesia's location is in the Pacific Ring of Fire region, and has a tropical climate with high rainfall, so the country is more vulnerable to disasters such as earthquakes, volcanic eruptions, Landslides to floods (Hardiyanto & Pulungan, 2019).

Flooding is a natural condition when the volume of river water flows increases and exceeds its normal capacity due to heavy rainfall in the upstream area or in one of certain places in a continuous period of time. When the amount of water flowing cannot be accommodated by the river body, the water will automatically overflow and inundate the surrounding area.

In recent times Bali has experienced the worst flooding in history in Bali. Heavy rain caused the river to overflow and inundate settlements along the area to the city. The floods in Bali provide a warning that disasters can happen anywhere and anytime, both in the countryside and in the city. Therefore, strong and sustainable mitigation efforts are needed. The government and the community need to improve the drainage system, improve the quality of early improvements, and rearrange buildings to suit disaster risk analysis (PRAJATAMA & Muslim, 2025). Efforts to preserve the environment, such as planting trees, controlling waste, and maintaining green areas, need to be done continuously.

Metro TV as a mainstream media that uses Tiktok as a means of delivering environmental information in a factual and educational manner. Therefore, TikTok Metro TV's social media was chosen as the object of research, because it has represented the role of mainstream media in building environmental awareness through social media. The researcher focuses on the social media TikTok Metro TV as a limitation of the research so that an in-depth analysis can be carried out related to floods in Bali with the perspective of Islamic da'wah in the environmental and ecological issues.

The above issue is certainly not free from several related literature studies, so that its benefits are not only one-way but can be broader (Pratama et al., 2022). Research on environmental da'wah has been carried out extensively, one of which is by Abdurrahman Hilabi (2023) in the article *Environmental Da'wah as an Alternative in Solving Climate Change Problems*. This study emphasizes that environmental da'wah plays an important role in increasing public awareness of environmental conservation through education, campaigns, and concrete actions based on Islamic values. Environmental da'wah is seen as a form of implementation of the concept of humans as leaders of the earth who are responsible for protecting the environment (Hilabi, 2023).

The difference between the previous research and this study lies in the focus of the study and the object of the research. Hilabi research emphasizes the concept and implementation of environmental da'wah in general in dealing with climate change, while this study specifically examines the role of TikTok Metro TV's social media in conveying environmental da'wah messages in flood cases in Bali. Thus, this study complements the previous study by presenting the perspective of environmental da'wah through digital media and content analysis as the mainstream of the media.

## METHOD

This study uses a descriptive qualitative method with content analysis, this is used to research how metro TV conveys environmental issues through its TikTok account. Videos on the TikTok metro TV account are used as a source of data to see how floods, climate change, and natural damage are discussed. Content analysis in a descriptive qualitative approach, combined with Islamic ecological theory as an interpretive framework to interpret the message of environmental da'wah conveyed by metro TV through its TikTok account. It also helps researchers understand the meaning of the narrative, images, and captions displayed.

This approach also allows researchers to see how Metro TV builds environmental awareness in the community. Other media can basically also build environmental awareness, because the educational function is the main role of mass media. However, Metro TV was chosen as the focus of the research for methodological reasons, namely to limit the object of study so that the analysis can be carried out in more depth and systematically. The findings were then linked to Islamic ecotheological theories to see the message that had been conveyed in line with the teachings of Islam about preserving and preserving Islam. Therefore, metro TV plays a role as an environmental education medium that supports the values of Islamic teachings.

Data collection techniques are carried out in three ways, namely documentation, observation and reference. Documentation, by collecting videos, captions and comments on the TikTok metro TV account that discusses floods in Bali. Observation, by looking at how metro TV conveys information including the use of visuals, narrative, and audience response. References, collected from journals and articles.

## FINDING AND DISCUSSION

### Definition of Da'wah in Environmental Issues

Environmental da'wah is one of the many types of da'wah that focuses on efforts to maintain the sustainability of nature. Some of the goals of environmental da'wah in Islam are how to form public awareness and good actions in maintaining, caring for and preserving the environment as human responsibility has been given by Allah SWT (Harits, 2025). This is solely to minimize the impact of the environment such as droughts, fires, landslides, floods, and tsunamis. The environmental da'wah can be done during Friday sermons, assembly da'wah, socialization through social media, and da'wah on various websites.

Environmental da'wah in an Islamic view can be one of the effective solutions to deal with climate change. Islamic da'wah can also provide assistance to every community to adjust a person's behavior so that they can care more about the environment, one example is minimizing the use of plastic waste or chemicals that can have a big impact on environmental damage (Hilabi, 2023). In Islamic teachings, the idea of environmental da'wah can be expressed in the Qur'an Surah Al-A'raf verse 56:

*And the Messenger of Allah (peace and blessings of Allaah be upon him) said: "O Messenger of Allaah (peace and blessings of Allaah be upon him)!"*

Meaning: "And do not make any damage on the earth after it has been created. Pray to Him with fear and hope, for the Mercy of Allah is very near to those who do good."

This verse emphasizes that Allah SWT has created the earth and its contents to the maximum and best of their ability, and all people have been given a sense of responsibility in order to protect and care for the environment. The hadith of the Prophet Muhammad SAW also provides an understanding that protecting the environment is a great mandate from Allah SWT for mankind. Because Allah SWT has given the earth with all its contents to be used, utilized, and preserved by everyone in order to achieve maximum prosperity. How a person has a duty as a caliph on earth who is given the trust and responsibility to utilize all natural resources, both on land and at sea (Hardoyono, 2009).

Preachers must have a deep understanding of environmental science, so that the da'wah delivered can be understood and understood so that people are aware of the importance of

environmental conservation (Dalimunthe et al., 2024). Environmental science can refer to the study of the impact and behavior of humans on the survival and welfare of other living things in a system that is a single entity, where all objects, energy, and conditions of living things can be guaranteed. Here are three environmental sciences, including: *First*, Environmentalism is an understanding of the environment that is needed to foster awareness of one's participation in creating environmental sustainability. *Second*, Envirology is a science that studies various laws, theories, and hypotheses regarding the environment, which are objective but have a specific purpose and are normative, involving Islamic values such as right, wrong or good, bad. *Third*, Environomi is a science that studies theories, laws, and principles in environmental management, as often referred to as environmental management, including technology used to care for the environment.

In addition to the knowledge of the environment, preachers must understand environmental ethics, learn five ethics in caring for the environment, including: *First*, Egoism is based on behavior but with human awareness of its dependence on other creatures, so selfish behavior is also needed in managing the environment. *Second*, Humanism is a behavior that shows solidarity between fellow humans. *Third*, Sentientism is a person's concern for sentient beings, such as animals. *Fourth*, Vitalism is the nature of concern for fellow living beings who have no feelings, such as plants. *Fifth*, Altruism is the highest level of environmental ethics, which is the behavior of caring for all physical beings. Therefore, from some of the descriptions above, we as living beings created by Allah SWT on earth, must have a sense of responsibility, not only to living beings but also to physical beings such as earth, water, and air that we breathe every day (Awaludin, 2025).

### **TikTok Metro TV Content Analysis on the Bali Flood**

Humans have a role as managers of the natural environment in the world. This is not just a speech, but one of the great responsibilities that requires more attention to every creation of Allah SWT. One of the responsibilities of humans is to take care of and protect the environment. In the Qur'an and Hadith there are many explanations and shows how important it is to protect the environment, because Allah SWT has created the world and its contents in harmony. All organisms have their own functions and benefits in the ecosystem. However, if this balance is disturbed, then various problems arise that have an impact on human life. Because humans are considered to be the most perfect and intelligent beings. By thinking, humans can create various technologies to utilize natural resources, manage and protect the environment (Andini, 2022).

Caring for the environment is one of the responsibilities that must be had by everyone. Everyone plays a crucial role in efforts to preserve the environment. And this sense of care can create a healthy and quality environment. There are several simple actions that can maintain environmental cleanliness, save energy, choose and dispose of waste in its place are also indicators of environmental awareness. In addition, humans also have a great opportunity to take part and participate in environmental conservation activities, such as planting trees, because reforestation efforts can create a cool, comfortable, and sustainable environment. From an ecological point of view, these activities can have a positive impact on the environment. Trees have an important role in maintaining hydrological balance, plants can also act as natural filters that can help absorb rainwater into the soil, so that it can minimize surface runoff that can trigger erosion, landslides, floods and other natural disasters(Tanjung et al., 2025).

Severe flooding hit a number of areas in Bali on September 10, 2025. The disaster was even called the largest flood in Bali in the last decade. Of the several media that launched the news, Metro TV as one of the media that also took part in discussing the natural disaster. Bali was hit by severe floods after being hit by extreme rain for more than 24 hours non-stop, this is a warning that disasters are not only related to rainfall, but also something related to space management, public policy, and the way the government interacts with the Balinese people. The disaster has an impact on the damage to spatial planning and governance which is not only detrimental to the community, but can also jeopardize Bali's reputation as an early international tourism destination. Some tourism sectors are starting to try to convince visitors that all operational spaces will run normally, but they are also secretly worried that flooding will be one of the things that could damage the new harmful image.

Metro TV said that this disaster was designated as the worst flood in the history of Bali, as there were dozens of casualties and forced hundreds of people to be evacuated, including foreign tourists. So in the end, President Prabowo Subianto immediately instructed the head of BNPB to move quickly in handling the Bali floods and emphasized the importance of distributing aid quickly and on target. In addition, the president hopes that search and rescue efforts will run optimally. The Governor of Bali will continue to evaluate the major flood by checking and tracing large rivers. The Governor also ensured that there was no land conversion in several cities in Bali. Heavy rain also caused flooding at a number of points in the district, including Denpasar, Jembrana, Giayar, Klungkung, Bandung and Tabanan. The floods have caused dozens of people to die and hundreds of people to be affected. Therefore, we as a society must be aware of the importance of protecting the environment. As explained in the Qur'an Surah Ar-Rum Verse 41 Allah says:

The Prophet (peace and blessings of Allaah be upon him) said: "The Messenger of Allaah (peace and blessings of Allaah be upon him) said:

That is, since the damage on land and in the sea has been caused by the deeds of man's hands, Allah wants them to feel some of their deeds, so that they may return (to the right path).

From this verse, Quraish Shihab gives an interpretation that the damage that occurs can get worse, but Allah's compassion is still there for humans. Instead of giving punishment directly, Allah shows only a small part of the impact of the actions they do on the environment (Tanjung et al., 2025).

From the above explanation, it can be concluded that environmental problems can be as close as humans, for example, now there is severe flooding in Bali, namely, first, there are many victims, many diseases that arise due to sanitation. Second, it has an impact on the economy, because people cannot work due to the floods that hit and cannot go anywhere. And even more likely the severe storms that are happening today are due to climate change, and environmental problems. From the many research and evidence that the people of Bali, many also believe that the floods in Bali, are exacerbated by the increasing population, the amount of land or land that should be a place for water infiltration but is now being replaced into large buildings such as cafes, hotels, beach clubs.

The change of land use that continues to occur in the Bali region, especially the change of water catchment areas that have become settlements, business centers, and commercial buildings, causing a reduction in open space in the water absorption area. When construction is carried out without taking into account the carrying capacity of the soil, the ability of the soil to absorb water is greatly reduced. So that water conditions can easily stagnate and increase the potential for flooding, especially during heavy rains (Tim Antara, n.d.).

Floods arise because the environment is damaged, such as tree felling and increasing water, air, and soil pollution. So that the soil is not able to absorb water properly (Sartika, 2019). The flood event has become a clear example of suboptimal environmental management. Because the flood not only disrupts community activities, but also shows that Bali is in need of serious steps in spatial planning and disaster mitigation. Therefore, this incident emphasizes the importance of re-evaluating the policy of land conversion of land use and system improvement, and strengthening environmental regulations in order to minimize disasters. The flood event in Bali can remind us that it is not enough to deal with natural disasters just by responding when a disaster occurs, but there needs to be long-term



preparation. Although nature cannot be completely controlled, humans can reduce its impact through wise planning and then the community and the government on their environment.

In addition to the government's responsibility in planning good environmental governance and infrastructure, the community must also take part in protecting the surrounding environment. Active participation in maintaining cleanliness, especially in sewers, not throwing garbage carelessly, and following authorized directions to reduce flood risk. Because with collaboration between the government and the community, disaster prevention efforts can run more effectively and minimize the risk of disasters. The improvement of people's lives is highly dependent on environmental conditions. If pollution or environmental damage occurs, it will certainly affect the sustainability of human life. Therefore, to create a healthy life, the community and the government must be able to manage and protect the environment properly (Anugrah, 2021).

Islam has provided understanding and opportunities to all Muslims about natural laws and responsibilities. Islam not only provides an understanding of how to utilize natural resources, but also establishes procedures for their use in order to create environmental sustainability and common welfare. A person is allowed to take advantage of existing natural resources, to meet his life needs, as long as he does not violate the rules and does not harm others. Because the management of limited or scarce resources needs to be monitored, considered, cared for, and protected in order to avoid catastrophe and extinction (Handriatni, 2007). Looking at the theory of Islamic ecotheology, the relationship between humans and the environment is close. Ecotheology is a form of constructive theology formulation that discusses the relationship between religious teachings and nature, especially about the environment. In general, ecotheology is the assumption of the relationship between human religious or spiritual predigma and the damage that occurs to the natural environment. In the context of Islamic religious teachings, ecotheology is explained as a religious belief related to environmental issues and based on the principles of Islam. The concept serves as a theological guideline that seeks to preserve the natural environment in the management of natural resources and environmental awareness(Umam, 2024). From the explanation above, it can be concluded that Islamic ecotheological theory is a theological approach that sees nature as a creation of Allah SWT, which must be preserved. This approach emphasizes the spiritual attraction between humans, gods, and nature, and sees environmental damage as a form of *fil-ardh* (destruction on earth). Therefore, humans have a great responsibility in maintaining the balance of the ecosystem in order to create environmental sustainability.

Habib Ja'far Al Hadar in his da'wah explained that if tomorrow is the apocalypse, and today you hold seeds, then plant them, because the reward is great for those who take care of the environment. One of the blessings from Allah to humans is in the form of beautiful land, so this is a mandate that we need to protect together, because if it is not taken care of, it will endanger this country, becoming a disaster for us, both in the form of landslides and floods. Protecting the environment is not only something mandatory in Islam, but almost all the goals or maqosidus of sharia, namely hifdul bi'ah means protecting the environment (Online, 22 C.E.).

Da'wah on environmental issues emphasizes that caring for nature is part of human responsibility as leaders on earth. When floods hit Bali, da'wah plays a role in making people aware that disasters are not only caused by natural factors, but also age-old actions such as forest destruction, pollution, and littering. Through da'wah communication strategies, preachers can educate the Balinese people, both through social media, and directly through recitation. The da'wah message is directed to build concern for the environment, change behavior, and encourage the community to maintain environmental cleanliness. With an approach that refers to Islamic values, da'wah can be an effective tool to help environmentally friendly behavior and prevent future disasters.

### **The Challenges of Da'wah in Environmental Issues**

At this time, Islam is in a situation that is quite precarious and requires new thinking and action, especially in environmental issues and changes in the way of preaching in the era of information technology. The existence of the climate change crisis, destruction, forests, lack of clean water, and increasing carbon emissions are also threats to the environment and humans as leaders in the world. Our duty to take care of the earth is not just a spiritual story, but also a command from Allah SWT and the Prophet Muhammad SAW, which shows how important it is to balance between humans and the environment (Sarjito, 2025).

Islam is actually a religion that pays great attention to the environment. Humans are commanded by Allah SWT to establish good relations with nature, including rivers, forests, plants, natural gas animals, petroleum and other natural resources. Because this is part of very good behavior before Allah SWT. In the Qur'an, it is stated that everything on earth and in the sky is blessed to Allah SWT. Therefore, Allah SWT forbids all of us to destroy nature and the environment, so that we can all take advantage of the results of nature. If humans try to protect, preserve, and prosper nature, then nature will also give prosperity back to humans (Thaib, 2011). As Allah says in the Qur'an Surah Fussilat Verse 53:

*The Messenger of Allah (peace and blessings of Allaah be upon him) said: "The Messenger of Allaah (peace and blessings of Allaah be upon him) said:*

That is to say, We will show them our signs in all directions and on themselves, so that it will be clear to them that the Qur'an is true. Is it not enough (for you) that your Lord be a witness to all things

In the digital era. Social media requires da'wah content that is presented in a very fast, concise, and visually appealing form. Platforms like Instagram and TikTok want religious messages to be able to get short content that is easy to share and repost, but that content often lacks the depth of explanation of spiritual or theological substance that is very meaningful. However, preaching consistently is not a simple task, because da'wah activities are not only about delivering messages, but also about how preachers set an example in daily life (Qosim & Ihsan, 2025)

Environmental theology seeks to overcome several existing problems, for example climate change, natural damage, management of natural resources in the surrounding environment, and everyone's responsibility for the creation of Allah SWT. Each religion has an understanding and principles that are relevant to environmental issues, and environmental theology seeks to explore and develop several aspects of the environment (Kurniawaty et al., 2024). In addition, environmental theology often discusses how important it is to build ecological awareness and change one's behavior in order to create environmental sustainability. Because basically environmental theology is not only important for religious communities, but also for all human beings who care about environmental issues. Here are six main challenges that are considered in environmental theology, including:*First*, Climate change, environmental theology emphasizes the importance of one's responsibility to minimize greenhouse gas emissions that can trigger global climate change. There are important points in environmental theology, namely, protection or management, protection of a person who is vulnerable to climate change, natural sustainability, and interfaith cooperation.*Second*, Biodiversity loss, this issue involves an understanding of environmental degradation and the extinction of species due to human actions. Environmental theology highlights our obligation to care for and preserve nature. Here are some important aspects in caring for the environment, including, diversity of life and ethical responsibility in caring for species and ecosystems, concern for ecosystems, avoiding unnecessary damage to the natural environment, restoration and preservation.*Third*, Environmental pollution, this highlights the influence of pollution on human, animal and ecosystem health. A sense of responsibility in preserving nature such as water, air, and soil is at the core in dealing with environmental issues. The following are

important points in this regard, namely the impact of the environment on human health, animal protection, ecosystem balance, and a sense of human responsibility. *Fourth*, Ecological awareness, environmental theology aims to help humans understand the value and damage experienced by the universe, as well as emphasizing the responsibility of humans as religious beings in preserving the beauty of nature. The following aspects are relevant to this, including education and awareness, nature as a sign of life, cooperation and recovery, transformation of attitudes and behaviors. *Fifth*, Exploitation of natural resources, environmental theology emphasizes humans not to take more than we need and to appreciate the existence of natural resources as a gift from God. Ethical awareness is indispensable in the management of natural resources such as land, water, and forests. The following are the main aspects related to natural resource management, including the responsible use of natural resources, respect for the gift of Allah SWT, justice and distribution of resources, and avoiding waste. *Sixth*, Environmental justice, environmental theology in particular shows the problem of inequality in environmental impacts. This raises ethical questions about fairness, sustainability, and accountability to the most marginalized groups. The following are important things related to environmental issues, including environmental justice, inequalities in access and protection, protection of vulnerable communities, and consideration for future generations (Mulasari et al., 2024).

## CONCLUSION

Based on the discussion above, it can be concluded that Islam has a very important role in protecting the environment. Islam teaches that humans are leaders on earth who have the duty to care for and protect the environment to avoid damage. This principle is the main foundation in environmental da'wah, which is to invite people to understand ecological values in the Qur'an and hadith so that environmentally friendly behavior emerges. Because this value is very relevant to the current environmental conditions. Especially floods that are increasingly frequent.

The massive flood in Bali shows that environmental damage is not only caused by high rainfall, but also due to land conversion, loss of water catchment areas, and improper spatial management, so this event reminds that disasters can be prevented if humans care more about the environment

In delivering information, metro TV through the TikTok social media account takes part in providing information and education to the public about the causes and impacts of floods. So that the content can help increase public awareness. This analysis shows that

metro TV shows not only inform flood events in Bali, but also encourage increased ecological awareness by highlighting the causes and mitigation measures (Tim Metro TV, n.d.).

In general, this study shows that there is a collaboration between religious values, social awareness, mass media, and government policies is the main key in preventing natural disasters in the future. Islamic da'wah has provided a moral basis, the media provides fast education, and the government provides binding regulations. Therefore, if these three elements are united, the risk of disasters such as floods in Bali can be minimized and environmental sustainability can be realized.

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