

ABSTRACT

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PUBLIC RELATIONS ACTIVITIES AT THE PEATLAND AND MANGROVE RESTORATION AGENCY

Peatland and mangrove degradation in Indonesia significantly impacts climate change, with damage reaching 4.13 million hectares for peatlands and 3.3 million hectares for mangroves. The Indonesian government established the Peatland and Mangrove Restoration Agency (BRGM) to restore these ecosystems in priority provinces. From 2020 to 2024, BRGM has undertaken various activities to maintain positive relationships with the public, including communities, media, and corporations, to enhance understanding of the importance of peatland and mangrove ecosystems. The Public Relations (PR) tasks at BRGM focus on information transparency to maintain the agency's reputation, attracting interns interested in pursuing professional work at BRGM in the field of Public Relations. Theoretical learning from courses such as Public Relations Strategies and Tactics, Environmental Communication, and Online Journalism has assisted the intern in performing technical tasks. As a PR intern, the intern conducted media monitoring, produced social media content, and managed events for World Mangrove Day. Over a period of 1 month and 2 weeks, the intern gained new insights into peatland restoration and mangrove rehabilitation, improved skills in media sentiment analysis, content writing, and event management. The intern's achievements include producing 12 pieces of content across 7 sections, comprising 4 video reels, 4 carousel posts, 2 feed posts, and 2 story posts. Additionally, the intern successfully attracted 50 audience members from 5 communities for the World Mangrove Day event.

Keywords: BRGM, Public Relations, Media Monitoring, Social Media, Event Management