

## ABSTRACT

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### **PUBLIC RELATIONS ACTIVITIES AT THE PEATLAND AND MANGROVE RESTORATION AGENCY**

*The Peatland and Mangrove Restoration Agency (BRGM) is a government institution tasked with restoring peatland and mangrove ecosystems in Indonesia. With a total area of 13.43 million hectares of peatland and 3.34 million hectares of mangroves, these ecosystems play a crucial role as natural carbon sinks. However, ongoing degradation poses significant threats to their sustainability. BRGM employs communication strategies involving communities, media, and stakeholders to raise public awareness about peatland restoration and mangrove rehabilitation. As part of BRGM's Public relations team for four months, the intern was responsible for managing sosial media, creating communication content, monitoring over 150 weekly news items, and analyzing potential crises. Theoretical knowledge from Environmental Communication and Public relations Strategy courses supported the intern's performance. During the internship, the intern produced 25 sosial media posts, 2 videos, and 5 Instagram stories aimed at educating the public. The intern also contributed to the Youth mangrove action 2024 event in East Kalimantan, engaging 15 community members and coordinating with 5 online media outlets. Through weekly monitoring, the intern analyzed public sentiment and identified potential crisis issues affecting BRGM's image. These activities provided insights into the importance of wetlands and enhanced skills in media analysis, content writing, and event management, ultimately supporting BRGM's positive reputation as an environmentally focused institution.*

**Keywords:** BRGM, Public relations, Weekly Monitoring, Peatland Restoration, Mangrove Rehabilitation, Sosial Media.