

ABSTRACT

Kinanti Reski Nabila (2019041113)

DIGITAL CAMPAIGN PLANNING AND EVENT MANAGEMENT OF DONATION RAISING AT SCIENTIFICALLY BASED NONPROFIT YKAN

In carrying out professional work as one of the prerequisites for completing the study period at the strata 1 (S1) level at the University of Pembangunan Jaya, practice doing professional work at the Nusantara Nature Conservation Foundation. Praktikan works in the membership division as a membership campaign & venue management which aims to collect donations through the Misi Lestari campaign program. Focusing on building public awareness of the environment, of course, through environmental communication learning that has been obtained by practicants in lectures which in this case can be implemented through professional work carried out at YKAN. The importance of awareness of environmental conservation starting from small to large steps, through practical environmental communication is able to carry out the main task of practice as a content strategy through Instagram social media. Today's digital development requires individuals to be able to carry out a strategic communication process so that campaign messages can be conveyed according to the specified public targets. Furthermore, the rapid development in the field of technology and information today is certainly an opportunity as well as a challenge for minor public relations students. In reality, PR practitioners are not only required to be able to support the existence of the company, but are required to be able to act quickly and responsively to overcome any changes that occur through providing credible information and in accordance with the needs of the community. All of this of course requires knowledge and skills so that it can answer what is the needs of the industry today, especially in the non-profit industry in the YKAN environmental field.

Keywords: *Yayasan Konservasi Alam Nusantara (YKAN), Content Strategy, Environmental Communication, Public Relations, Digital Campaign.*