

ABSTRACT

ENVIRONMENTAL COMMUNICATION STRATEGY IN THE #GENERASILESTARI CAMPAIGN THROUGH INSTAGRAM @Generasilestari

Alifya Miranda Putri¹⁾, Sri Wijayanti²⁾, Bakti Abdillah Putra³⁾

¹⁾ Student of Communication Science Department, Universitas Pembangunan Jaya

²⁾ Lecturer of Communication Science Department, Universitas Pembangunan Jaya

³⁾ Lecturer of Communication Science Department, Universitas Pembangunan Jaya

Environmental issues are multidimensional issues that involve various groups and many parties who must be involved in this change. From these problems, effective communication is needed so that messages in campaigns that are environmentally conscious can be conveyed to the general public. Such as the campaign via Instagram @generationlestari which was carried out by the Sustainable District Meeting Circle (LTKL) which initiated #GenerationLestari. It is a special unit for the involvement of the younger generation as a movement and forum for the younger generation to channel their ideas, aspirations and play an active role in preserving the environment and improving the welfare of society through mutual cooperation with various parties. Therefore this study aims to find out how environmental communication strategies are in delivering the I, You, We #GenerationLestari campaign on Instagram social media @Generasilestari. In obtaining the required information and data sources, this study used a qualitative interview method with a constructivism paradigm. The results of the study found that the Sustainable Generation Unit runs a campaign by implementing a communication strategy, namely stage 1 of the assessment stage which is the stage of analyzing the situation regarding the needs of the audience and analysis of parties involved in the environmental campaign process including the community, partners who are experts in education and related agencies. At stage 2 the planning stage, based on the vision and mission of LTKL. Then, stage 3 of the packaging production stage and visualization is adjusted to the target, the objective of the environmental campaign. Finally, stage 4 is the stage of action and reflection, by creating interactive communications that achieve objectives and evaluating existing obstacles and emphasizing the sustainability campaign aspect in conducting education for change.

Keywords: Environmental Communication Strategy, Environmental Campaign, Sustainable Generation

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