

## ABSTRACT

### ***Environmental Communication Strategy of PT PLN to Maintain its Image as an Environmentally Conscious Company***

Riski Diana Putri. <sup>1)</sup>, Naurissa Biasini, S.Si., M.I.Kom <sup>2)</sup>

<sup>1)</sup> Student of Communication Science Department, Universitas Pembangunan Jaya

<sup>2)</sup> Lecturer of Communication Science Department, Universitas Pembangunan Jaya

*PT PLN is one of the state owned enterprises (SOEs) that is highly concerned with the environment. Solar power plants (PLTS) and wind power plants (PLTB) as well as initiatives to reduce carbon emissions are some of the various programs and initiatives by PLN that support the use of renewable energy. So far, PT PLN has strived to maintain its image as an environmentally conscious company, involving agenda setting in managing issues, and environmental communication strategies as one of the efforts made by PT PLN to uphold its image. This research aims to understand PT PLN's environmental communication strategy to maintain its image as an environmentally conscious company. Effective communication strategies and environmental communication by Oepen are the main concepts used as the analytical tools for this research. The research employs a constructivist paradigm with a qualitative approach and in-depth interview method. The results of the research show that PT PLN implements an environmental communication strategy by applying several stages including situation analysis and problem identification, KAP Analyses, communication objectives, communication strategy development, participation of strategic groups, media selection and mix, media design, media production and pre-testing, media performances & field implementation, process documentation, and monitoring and evaluation. Through these stages and collaboration with various sub-divisions, PT PLN succeeded in obtaining the Best Impact in Environment of The Year award.*

**Keywords:** *Communication Strategy, Oepen's Effective Environmental Communication, PT PLN.*

*Libraries* : 49

*Publication Years* : 2014-2024