

# Kampanye humas "puasa karbon dnpi" untuk meningkatkan kesadaran masyarakat dalam tindakan penyelamatan iklim = PR campaign "puasa karbon dnpi" to raise people s awareness in mitigating climate change

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## Abstrak

[<b>ABSTRAK</b><br>

DNPI merupakan lembaga pemerintah khusus untuk penanganan pencegahan perubahan iklim di Indonesia. Mempunyai fungsi utama untuk memperkuat posisi Indonesia di mata dunia Internasional dalam hal penanganan iklim. Selanjutnya, Divisi Komunikasi dan Informasi DNPI mempunyai tugas untuk memberikan edukasi mengenai iklim kepada masyarakat melalui beberapa program yang telah dijalankan.

Kondisi saat ini masyarakat Indonesia sebesar 82% telah sadar akan perubahan iklim yang terjadi di Indonesia. Untuk menunjang tujuannya dan mengajak masyarakat mengetahui langkah-langkah penyelamatan iklim, Div. Komunikasi dan Informasi DNPI memerlukan sebuah program komunikasi terintegrasi untuk membantu masyarakat mengerti tentang tindakan penyelamatan iklim dalam kehidupan sehari-hari.

Nama Program

?Puasa Karbon DNPI?

Tujuan

Untuk meningkatkan kesadaran masyarakat Indonesia bahwa setiap individu bisa melakukan hal kecil dalam kesehariannya untuk melakukan tindakan penyelamatan perubahan iklim melalui Kampanye Humas ?Puasa Karbon DNPI?

Key Message

?Ajak masyarakat kenali langkah mudah pencegahan melalui program ?Puasa Karbon DNPI?, DNPI tunjukkan komitmen untuk mencegah laju perubahan iklim?

Strategi

Menggunakan 3 tahapan strategi meliputi: Strategi Pembuatan Pesan, Strategi Pemilihan Saluran, dan Strategi Pelaksanaan.

Khalayak Sasaran

Masyarakat di Jakarta, Bandung, Medan, Makassar dan Surabaya. Selain itu program ini menyasar Media dan beberapa Komunitas.

Jenis Program

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DNPI is a special government agency for handling the prevention of climate change in Indonesia. Has the main function to strengthen Indonesia's position in the eyes of the international community in terms of handling the climate. Furthermore, the Division of Communication and Information DNPI has a duty to provide education about the climate to the community through several programs that have been implemented.

The current condition of Indonesian society by 82% has been aware of the climate change that occurred in Indonesia. To support the goal and invites the public to know the climate saving measures, Div. Communication and Information DNPI requires an integrated communication program to help people understand about climate rescue action in everyday life.

Program Name

"Puasa Karbon DNPI"

Goal

To raise awareness among Indonesian that every individu can do some little action in the daily activity to save the climate change through "Puasa Karbon DNPI" DNPI campaign.

Key Message

Persuades people to know more about the easy way of save the climate change through "Puasa Karbon DNPI", DNPI shows commitment to prevent the pace of climate change.

Strategy

Using 3 stages of strategy: Message strategy, Channel Selecting Strategy, and Implementing Strategy.

Target Public

Public in Jabodetabek, Bandung, Medan, Makassar and Surabaya. Besides that, this campaign also targeted Media and some related communities.

Action Plan

Consumer Engagement, Media Relation, Social Media Engagement and Community Engagement., DNPI is a special government agency for handling the prevention of climate change in Indonesia. Has the main function to strengthen Indonesia's position in the eyes of the international community in terms of handling the climate. Furthermore, the Division of Communication and Information DNPI has a duty to provide education about the climate to the community through several programs that have been implemented.

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