

# Perencanaan program pemasaran sosial green campus Universitas Indonesia, think green, live great , periode Juli 2017 - Juli 2018 = Social marketing program planning of green campus Universitas Indonesia think green live great period July 2017-July 2018

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## Abstrak

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Situasi 1. Data riset pendahuluan menunjukkan bahwa hanya 48 mahasiswa yang mengetahui program Green Campus di Universitas Indonesia. 2. Hasil observasi menunjukkan sejumlah perilaku anti-lingkungan. 3. Berdasarkan data tersebut, diperlukan program pemasaran sosial yang dapat mengatasi rendahnya kesadaran mahasiswa mengenai program Green Campus dan perilaku anti lingkungan pada mahasiswa Universitas Indonesia. Tujuan 1. Meningkatkan kesadaran target khalayak mengenai program Green Campus di Universitas Indonesia dari 48 menjadi 70. 2. Membangun rasa tanggung jawab target khalayak terhadap program Green Campus di Universitas Indonesia dari 41,8 menjadi 65. 3. Perilaku pro lingkungan pada mahasiswa Universitas Indonesia meningkat sebesar 10. Target Khalayak Mahasiswa aktif yang berasal dari 15 fakultas di Universitas Indonesia, baik program vokasi D3 maupun sarjana S1. Pesan Kunci "Think Green, Live Great"; Strategi 1. Penggunaan media organisasi 2. Educational Gathering 3. Special Events Taktik 1. Mengembangkan website, membuat akun media sosial, dan memanfaatkan media luar ruang. 2. Menyelenggarakan seminar UI Green Education. 3. Menyelenggarakan kompetisi Think Green Project, pameran UI Green Force, dan acara puncak UI Green Movement. Rencana Waktu Juli 2017 ndash; Juli 2018 Anggaran Rp 260.100.000,00 Evaluasi Evaluasi tahap input, output, dan outcome dengan metode kualitatif dan kuantitatif.

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Situation Analysis 1. Preliminary research indicates that only 48 of students know about Green Campus at Universitas Indonesia. 2. Recent observation indicates anti environmental behavior. 3. According to the data, social marketing is required to overcome the students' lack of awareness regarding Green Campus and anti environmental behavior on Universitas Indonesia students. Objectives 1. Raising awareness among target audience about Green Campus at Universitas Indonesia from 48 to 70. 2. Building sense of responsibility towards Green Campus at Universitas Indonesia from 41,8 to 65. 3. Increase Pro environmental behavior on Universitas Indonesia students by 10. Target Audience Active students from 15 faculties at Universitas Indonesia, both vocational program D3 and undergraduate program S1. Key Message "Think Green, Live Great" Strategies 1. Using Organization Media 2. Educational Gathering 3. Special Events Tactic 1. Developing website, creating social media account, and using outdoor media. 4. Organizing UI Green Education seminars. 5. Organizing Think Green Project Competition, UI Green Force Exhibition, and UI Green Movement Event. Timeline July 2017 ndash; July 2018 Budget Rp 260.100.000,00 Evaluation input, output, and outcome by using qualitative and quantitative methods