Analysis of Public Relations Strategy for Non-Governmental Organization: A Study on Biru Voices by Bicara Udara

UNDERGRADUATE THESIS

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In partial fulfilment of the requirements for the degree Bachelor of Arts in Communication

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The researcher realises the many shortcomings in the creation of this thesis. Thus, the researcher would like to apologise in advance for any mistakes or lack of clarity that occurs in this thesis.

The researcher hopes that this thesis can benefit the readers and other interested parties.

Jakarta, 11 October 2023
Jason Taruwara Uriah Pada

RESEARCH ORIGINALITY STATEMENT

I, Jason Taruwara Uriah Pada, a student of Bachelor's Degree Programme of LSPR Communication and Business Institute majoring in Public Relations with a Student ID 2011.24.3013 , certify that my undergraduate thesis titled "Analysis of Public Relations Strategy for Non-Governmental Organisation: A Study on Biru Voices by Bicara Udara" is my original work and adhere to academic integrity.

If, in the future, any part of this manuscript is proven to be the result of plagiarism, I am willing to accept the consequences that will lead to the cancellation of my bachelor degree from LSPR Communication and Business Institute.

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ABSTRACT

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BACHELOR DEGREE IN COMMUNICATION

Name	**: Jason Taruwara Uriah Pada**
NIM	**: 2011.24.3013**
Thesis Title	**: Analysis of Public Relations Strategy for Non-Governmental Organisation: A Study on Biru Voice by Bicara Udara**
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Air pollution in Indonesia, specifically in Jakarta, presents to be an environmental issue that has shown to pose a detrimental health issue to society, despite the gravity of air pollution, it is yet to have its place within the general public concern. Thus, NGOs that primarily focus on the issue of air pollution such as Bicara Udara face limitations in brand awareness, compared to other NGOs that focus on a broader environmental issue which includes air pollution, further limiting Bicara Udara's presence as an NGO. The lack of awareness of air pollution, compounded with larger competitors, presents an issue to Bicara Udara to be able to stand out and conduct their campaign specifically Biru Voices as other larger NGOs have similar campaigns. The objective of the research is to analyse the current strategies that Bicara Udara implements within the Biru Voices campaign to overcome said challenges. This research utilises communicative theories through a public relations focus lens, communication, public relations, and campaign, and utilises the four-steps of PR model as the main form of analysis. A qualitative approach is used within this research with an in-depth interview as the data collection method, data triangulation is used to validate results, which are then analysed through the data reduction technique. The research can demonstrate to Bicara Udara the flaws that perhaps may fix and strengthen the positive aspects of Biru Voices and apply these results to other future campaigns.

Keywords : *NGO, Communication, Campaign, Public Relations, Four Steps of PR*

ABSTRAK

INSTITUT KOMUNIKASI DAN BISNIS LSPR
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Nama : **Jason Taruwara Uriah Pada**
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Polusi udara di Indonesia, khususnya di Jakarta, merupakan salah satu permasalahan lingkungan hidup yang terbukti memberikan dampak buruk terhadap kesehatan masyarakat. Meskipun polusi udara sangat parah, namun permasalahan ini belum menjadi perhatian masyarakat umum. Oleh karena itu, LSM yang fokus pada isu polusi udara seperti Bicara Udara menghadapi keterbatasan dalam kesadaran merek, dibandingkan dengan LSM lain yang fokus pada isu lingkungan yang lebih luas termasuk polusi udara, sehingga semakin membatasi kehadiran Bicara Udara sebagai LSM. Kurangnya kesadaran akan polusi udara, ditambah dengan kompetitor yang lebih besar, menjadi kendala bagi Bicara Udara untuk dapat menonjol dan melakukan kampanye mereka khususnya Biru Voices karena LSM besar lainnya juga melakukan kampanye serupa. Tujuan dari penelitian ini adalah untuk menganalisis strategi yang diterapkan Bicara Udara dalam kampanye Biru Voices untuk mengatasi tantangan tersebut. Penelitian ini memanfaatkan teori-teori komunikatif melalui lensa fokus humas, komunikasi, humas, dan kampanye, serta memanfaatkan model PR empat langkah sebagai bentuk analisis utama. Pendekatan kualitatif digunakan dalam penelitian ini dengan wawancara mendalam sebagai metode pengumpulan data, triangulasi data digunakan untuk memvalidasi hasil, yang kemudian dianalisis melalui teknik reduksi data. Penelitian ini dapat menunjukkan kepada Bicara Udara kelemahan yang mungkin dapat memperbaiki dan memperkuat aspek-aspek positif dari Biru Voices dan menerapkan hasil-hasil ini pada kampanye-kampanye lain di masa depan

Kata kunci : *NGO, Komunikasi, Kampanye, Public Relations, Four Steps of PR*

TABLE OF CONTENT

		Page
Undergraduate Thesis Approval Form		
Letter of Confirmation		
Acknowledgement		
Research Originality Statement		
Curriculum Vitae		
Abstract		i
Abstrak		ii
Table of Content		iii
List of Tables		v
List of Figures		vi
CHAPTER I	**INTRODUCTION**	
1.1.	Research Background	1
1.2.	Problem Formulation	24
1.3	Objective	24
1.4	Research Significance	25
1.5.	Scope and Delimitation	26
CHAPTER II	**THEORETICAL FRAMEWORK**	
2.1.	Previous Research	27
2.2.	Theoretical Framework	31

2.3. Definition of Terms 42

2.4. Conceptual Framework 43

CHAPTER III RESEARCH DESIGN AND METHOD

3.1. Research Method 45

3.2. Data Collection Technique 46

3.3. Data Verification Technique 49

3.4. Data Analysis Technique 50

3.5. Research Focus 51

3.6. Time and Place of Study 52

3.7. Limitations of Research 53

CHAPTER IV ANALYSES AND DISCUSSION

4.1. Research Object Description 54

4.2. Result Analysis 57

4.3. Discussion 89

4.4. Summary of Analysis 98

CHAPTER V CONCLUSIONS AND RECOMMENDATIONS

5.1. Conclusion 101

5.2. Recommendations 102

REFERENCES 104

LIST OF TABLES

Page

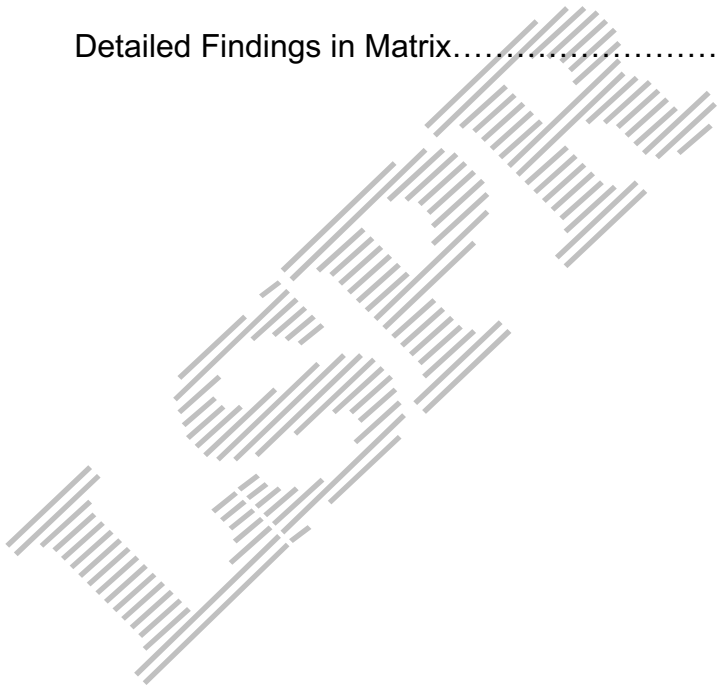
Table 1. NGOs Concentrating on Air Pollution……..19

Table 2. Competitors of Bicara Udara…….20

Table 3. Research Focus…….....51

Table 4. Table of Time and Place of Study……...….53

Table 5. Detailed Findings in Matrix……..…….99



LIST OF FIGURES

Page

Figure 1. The Ten Warmest Years (1880 - 2022) ……..……3

Figure 2. Indonesia's Average Annual Mean Temperature (1901-2021).....4

Figure 3. Levels of Precipitations…….…5

Figure 4. Shopper purchasing behaviour towards eco friendly product……..7

Figure 5. Shopper consideration in purchasing sustainable shopping……..…..8

Figure 6. Shopper checking if products are sustainable when shopping……...8

Figure 7. Indonesian CO2 per capita emissions……10

Figure 8. Biru Voices Penanganan Polusi Udara Jika Pemerintah Punya Zodiak……15

Figure 9. Biru Voices Campaign……..……16

Figure 10. Bicara Udara Lapor Bakar Sampah section……17

Figure 11. Bicara Udara Launching VICI Studio' Sengal movie…..…...18

Figure 12. Linear Model of Communication……..…….32

Figure 13. Interactional Model of Communication…….33

Figure 14. Transactional Model of Communication……...34

Figure 15. The Five Essential Elements in the Definition of Public Relations……36

Figure 16. Traditional 4-Step Model…….37

Figure 17. Dynamic Model…….37

Figure 18. Conceptual Framework……...44



CHAPTER I

INTRODUCTION

1.1. Research Background

Environmental concerns have gained significant attention worldwide due to their persistent and pressing nature. These issues pertain to a multitude of challenges; Global warming caused by fossil fuel, plastic waste, biodiversity loss, air pollution etcetera (Robinson, 2023). The United Nations has addressed that the consequences of these environmental issues reach all corners of the world affecting everyone, regardless of countries geographical location, economic status, or geo-political climate. The current pressing global climate poses a particular degree of pressure as efforts to remedy the damages done are falling short (un.org, n.d). Further highlighting the global significance of environmental issues, is the fact that world organisations such as the United Nation have decreed the 17 Sustainable Development Goals (SDG).

As stated in UN.org, the 17 SDG functions as guiding principles that require global partnerships including developed and developing countries (sdg.un.org, n.d), this idealistic global mission is a reflection of the urgency of bettering the state of the global environmental issue. All 191 UN country members have signed an agreement in pursuing the accomplishments of the 17 SDG goals and its 169 targets by the year 2030 (who.int, n.d). It is indicative of the gravity that environmental issues are not taken lightly, as the

concept of a global partnership can be agreed upon and exist is a phenomenon that does not occur often and that is perhaps only possible in the emergence of a great threat that affects everybody.

In relation to Indonesia, it is evident that the Indonesian government has taken the task of striving to accomplish the SDGs in order to combat the climate crisis that has affected Indonesia. This strong commitment is demonstrated by the fact that the United Nations collaborates with the Indonesian government in order to achieve the SDGs, collaboration at multiple levels within the nation such as; Civil society organisations, academic institutions, and private sector entities (United Nation Indonesia, n.d). Furthermore, as a form of numerical evidence of the government's commitment to achieving the SDGs a bond of USD 584 million was raised, with the purpose of funding social and environmental projects (Tomi, 2021).

The gravity of environmental issues can be further observed through the scope of climate change. Data extrapolated from ncei.noaa.gov, a reputable source of climate information, reveals that in 2022, the global temperature rose to 0.86°C above the 20th-century average, making it the sixth warmest year on record since 1880 (NOAA National Centers for Environmental Information, 2023).

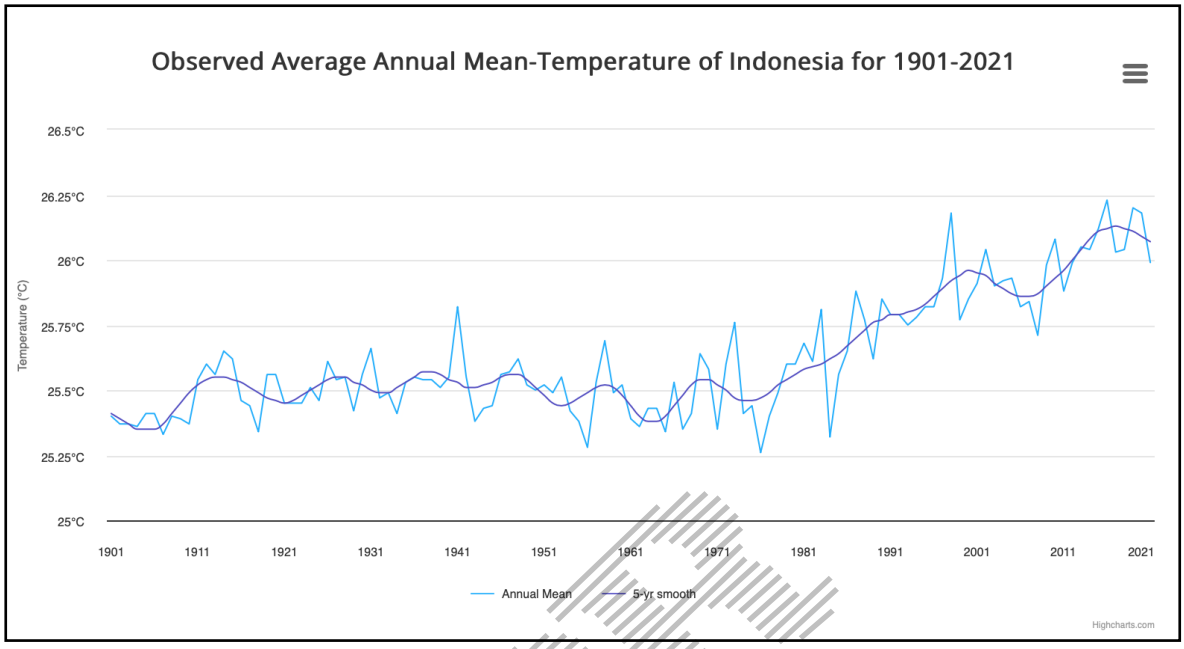
Figure 1.
The Ten Warmest Years (1880 - 2022)

Rank 1 = Warmest Period of Record: 1880–2022	Year	Anomaly °C	Anomaly °F
1	2016	0.99	1.78
2	2020	0.98	1.76
3	2019	0.94	1.69
4	2015	0.93	1.67
5	2017	0.91	1.64
6	2022	0.86	1.55
7	2021	0.84	1.51
8	2018	0.82	1.48
9	2014	0.74	1.33
10	2010	0.72	1.30

From NOAA, 2023.

This data is representative of both land and ocean temperatures globally, a staggering knowledge that it is indicative that as time passes climate anomalies persist. Indonesia is not exempt from such climate anomalies, based on data presented by WorldBank shown in **Figure 2.**, it shows an existing consistency in the rising mean temperature in Indonesia. The chart indicates a consistent rise in mean temperature from 1901 until 2021; starting from a mean temperature between 25.5 and 25.25 degrees Celsius and ending with a mean temperature above 26 degrees Celsius.

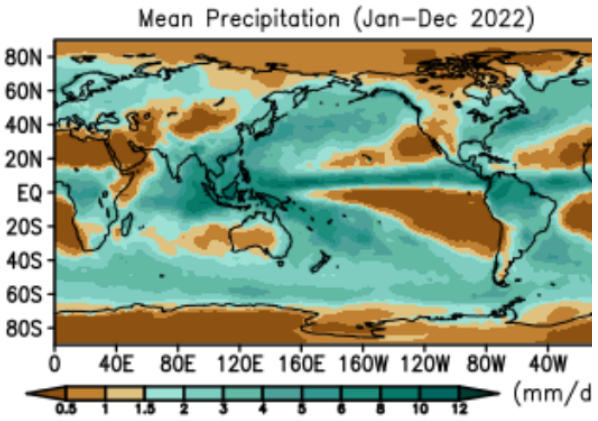
Figure 2.
Indonesia's Average Annual Mean Temperature (1901-2021)

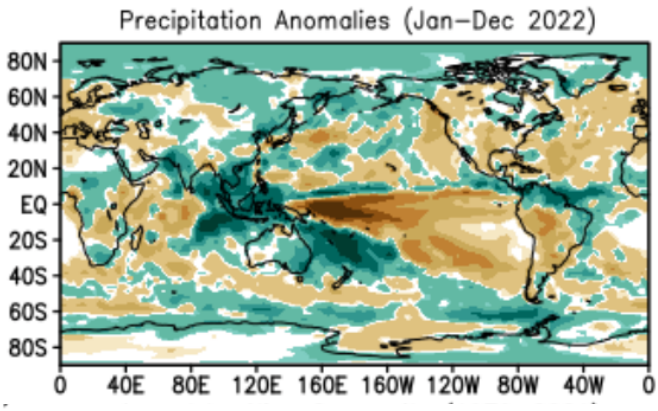


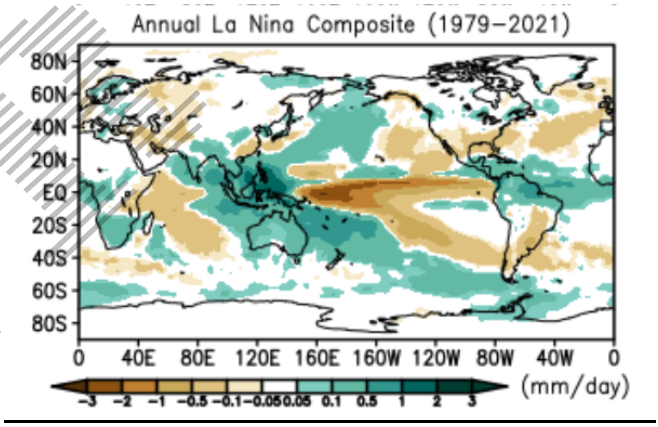
From WorldBank, 2021.

Climate change and temperature anomalies have caused an unprecedented rise in a plethora of predicaments in Indonesia. The consistent temperature anomalies that occur within the tropical hemisphere, are correlational with the increase of precipitation during the rainy season and the droughts of heat waves that happen during dry seasons. The increase in precipitation increases the possibility of floods and landslides, Indonesia being one of the many countries affected (NOAA National Centers for Environmental Information, 2023).

Figure 3.
Levels of Precipitations







From NOAA, 2023.

Flooding is one of the consequences of climate change that does not solely stem from uncontrollable levels of precipitation. Human non-environmental habitual actions directly impact the contribution of the environmental issue that Indonesia faces. Based on flooding as part of the consequences of climate change, human waste management habits contribute to the worsening and risk of flooding, a natural disaster that in a capacity is the direct intervention of human doings. Thus a main changeable

cause of the environmental issue can be mitigated by observing the human role within the ecosystem.

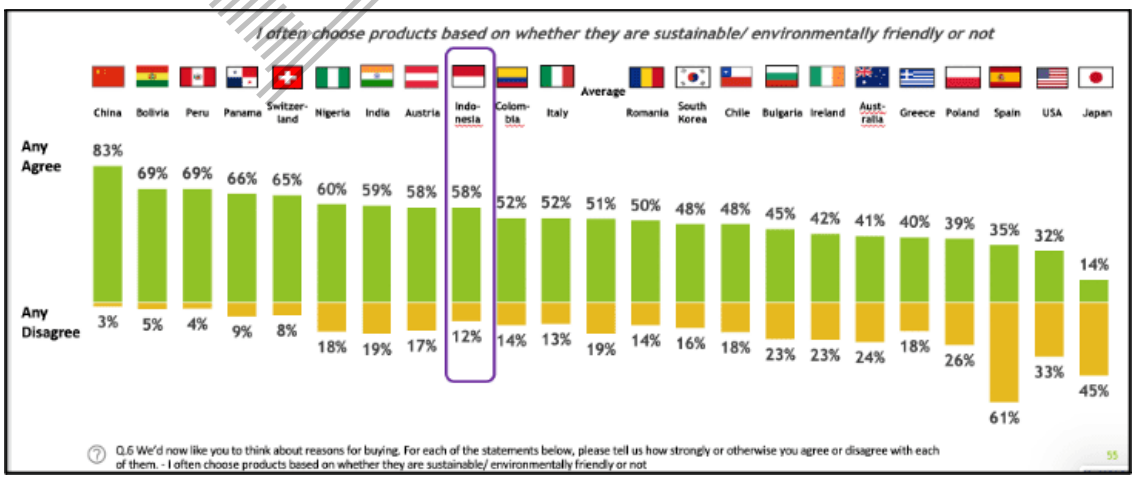
Indonesia over the years has acknowledged its need in tackling environmental issues that affect its nation, which is seen based on Indonesia's commitment to achieving the SDGs (United Nation Indonesia, n.d). Despite the government interventions and plan of revising from an infrastructural viewpoint, it does not equal that at a societal level, such efforts are accepted and done by the people of Indonesia. According to UNEP Indonesia is the second largest plastic polluter in the world contributing 1.29 million tonnes of plastic waste into the ocean, additionally, an estimated 10 million carry bags are polluted into the local environment each year (UNEP, n.d.). Furthermore, the WorldBank has reported based on a UNEP finding that 80% of plastic waste found in the ocean are sourced from land-based waste (WorldBank, 2021).

In rapport with land-based waste found in the ocean, it is found that 30% of total waste in landfilled are the result of food consumption in Indonesia (Tseng, Lin, Sujanto, Lim, & Bui, 2021) It is evident that a mass deposition of waste coming from food products greatly contributes to pollution in Indonesia. This data in itself is a consequential reflection that environmental habits have on the sanctity of the environment. A cascade of environmental issues may befal from such habit, in relation to the rise of food consumption causing 30% of total waste impacts environmental degradation

(Tseng et al., 2021) To which this can be referred back to the fact that Indonesia is the second largest waste contributor (UNEP, n.d.).

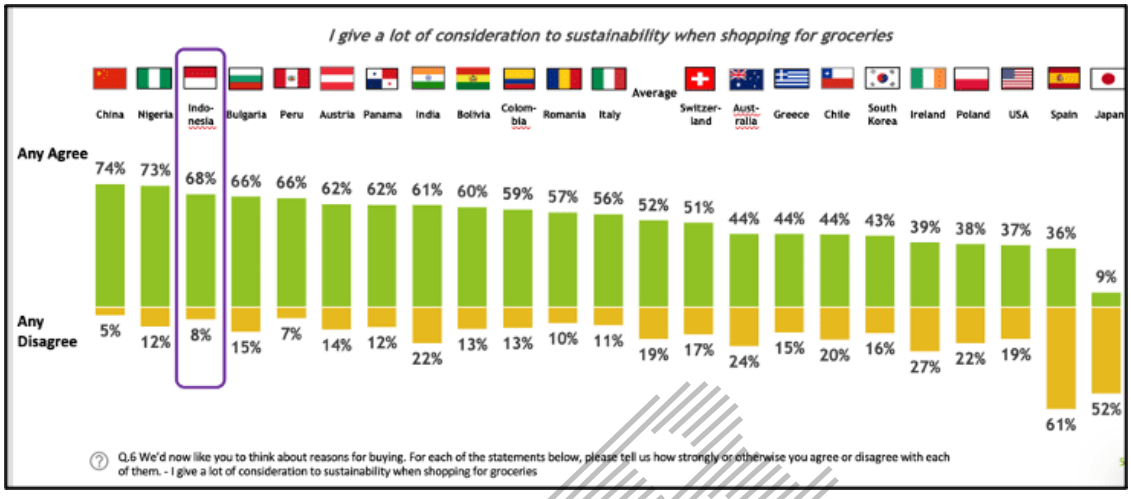
An observable impact of Indonesia's environmental habits is the state of rivers in Indonesia are in; According to Tempo, the Environment and Forestry Ministry (KLHK) stated that numerous rivers in Indonesia are polluted, an approximate percentage 59% are contaminated rivers, contamination stemming from various sources including household waste (Afifa, 2021). Focusing on environmental behaviour one must look at societal attitudes towards sustainable living. 6 in 10 Indonesians claim goods being sustainable or not influences their purchasing decision, but only 20% of Indonesians inspect whether the products are eco friendly while 60% never check (Herdman & Rahmanto, 2021).

Figure 4.
Shopper purchasing behaviour towards eco friendly product



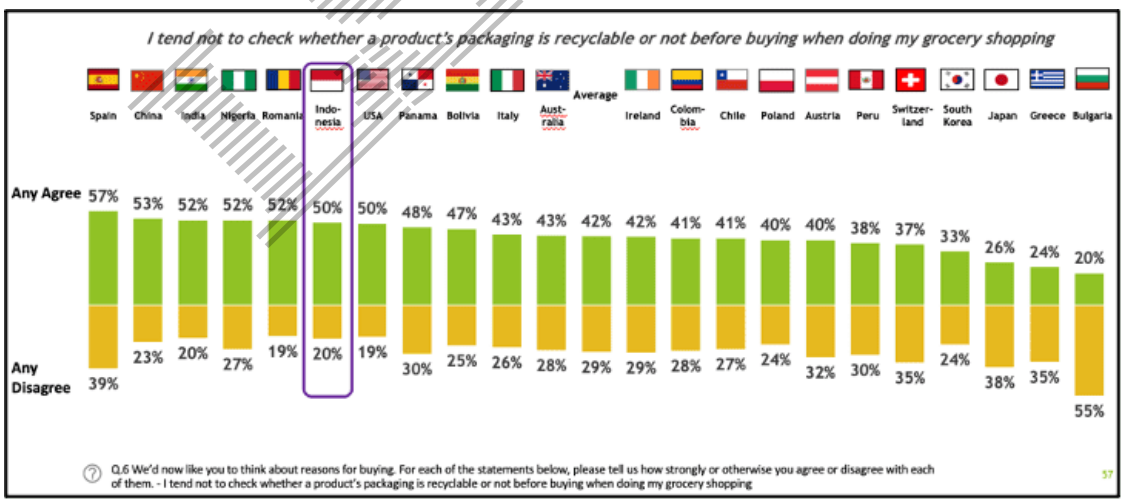
From Illuminateasia, 2021.

Figure 5.
Shopper consideration in purchasing sustainable shopping



From Illuminateasia, 2021.

Figure 6.
Shopper checking if products are sustainable when shopping



From Illuminateasia, 2021.

The many information and data presented demonstrate the disparity between wanting to adopt a positive environmental lifestyle compared to

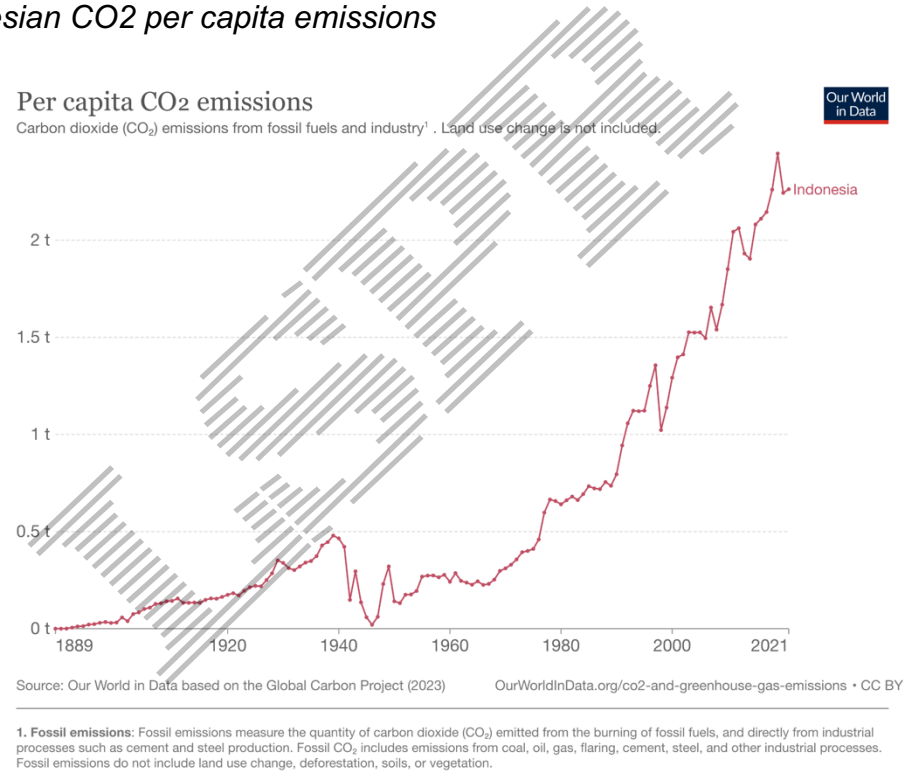
living a positive environmental lifestyle (Herdman & Rahmanto, 2021). The fact that household waste is a contributor to river pollution, combined with the information of the purchasing attitude of Indonesian people, highlights the lack of action in contributing positive changes to mitigate the environmental issues that plague Indonesia. This further fuels the degradation of the environment.

It is important to note that the government's efforts of tackling environmental issues have to an extent borne fruit. Such fruit can be observed in the decrease in river pollution compared to 2015 data. In 2015, 79% of the rivers were polluted, which has decreased to 59% in 2020 (Suharto, 2021). Nevertheless, an inclination of government effort and societal behaviour interact in a contradictory manner. Despite the contradiction between government and societal behaviour in regard to waste, it is observable that a level of awareness is instilled within the mind of the Indonesian people as demonstrated in **Figure 4.** and **Figure 5.** The same may not be said for other forms of pollution that are prevalent but yet invisible.

Air pollution presents an environmental issue that is highly affecting and prevalent in Indonesia. According to DW.com, Jakarta in 2019 was deemed by AirQuality to have the worst air quality in the world (Dianti & Ekawati, 2021). The average person per capita contributes 2.26 tonnes. of Co2 emissions into the atmosphere (Ritchie, Roser, & Rosado, 2020). A staggering number when contextualised with the population size of

Indonesia, which is over 250 million people (Worldometer.com, n.d). The severity of the air population in 2019 prompted residents to file a lawsuit, demanding the creation of policies with the goal of improving or supporting environmental protection and clean air quality for Indonesians (Dianti & Ekawati, 2021).

Figure 7.
Indonesian CO2 per capita emissions



From ourworldindata.org, n.d.

A lawsuit that is understandable, considering that Jakarta's air pollution particulate matter 2.5 averages four to five times above WHO's health-based quality guidelines (Pun, Mehta, & Lestari, 2020). Furthermore, in Pun, Mehta, and Lestari's (2020) technical brief it is found that the average

daily PRM2.5 sampling ranged from 39 μg/m3 in central Jakarta to 56 μg/m3 in the west of Jakarta, exceeding the 25 μg/m3 WHO guidelines. PM2.5 refers to the fine particulate matter with a diameter of less than 2.5 micrometres that can penetrate deep into the lungs and cause respiratory problems.

The cause of air pollution in Jakarta is numerous. One identifier can be reflected back to individual environmental lifestyles and their effect on environmental issues (Fudge, Peters, Hoffman, & Wehrmeyer, 2013). According to Badan Pusat Statistik Provinsi DKI Jakarta in 2022 there are over 3.7 million cars and over 17.3 million motorcycles that are within Jakarta (Badan Pusat Statistik, n.d.). The large number of motor vehicles that are present in Jakarta in a sense demonstrates the foundation of the way of life in Jakarta, the method of the everyday commune. Furthermore, according to Voi.id, the head of DKI Jakarta Transportation Agency Data and Information Center, explains that despite the availability of public transport, people still think that personal vehicles are more convenient, due to the fact that the public transport system is not fully harmonising with pedestrian infrastructure (Wardani & Ferdinan, 2023).

As Jakarta is congested with motor vehicles that emit Co2 into the atmosphere, factories fumigate toxins into the air further fuel air pollution. Coal-fired power plants act as a secondary actor in the degradation of air quality (The Jakarta Post, 2020). The 22 coal fired power plants that are situated 100 km from Jakarta emit approximately 400 kg of mercury yearly

(GreenPeace, 2017). The result of high levels of toxins plunged into the atmosphere greatly impacts health.

The impact of air pollution on the health of the people in Jakarta is significant. Air pollution has been linked to various respiratory problems, including asthma, bronchitis, and lung cancer (Environmental Protection Agency, 2022). Succumbing to these illnesses are not exclusively due to high intense levels of Co2, low Co2 concentrated exposure in a manner that is lengthy puts health equally at risk (Taghizadeh-Hesary, 2020). A Study found that 7000 sick children, 10000 deaths and more than 5000 hospitalised can be the result of air pollution annually (Syuhada et al., 2023). Despite the government effort, health-related effects and continued deterioration of air quality, there is yet a lack of awareness of the issue of air pollution (Firdaus & Liman, 2022).

The non-governmental organisation (NGO) sector in Indonesia has emerged as a significant player in promoting social welfare, advocating human rights, and protecting the environment. Due to the fact that many Indonesian do not take voluntary actions in committing changes in behaviour that would benefit the environment, it is a non-governmental organisation's responsibility to create awareness and promote public participation (Wang, Yuan, & Zhang, 2020).

An NGO in Indonesia that takes upon themselves the responsibility to raise awareness of the severity of air pollution is Bicara Udara, as described by Bicara Udara representative in a pre-research interview conducted by the

researcher, Bicara Udara is a grassroot organisation. Bicara Udara represents a community of citizens that believe air pollution solutions or improvement should derive from the people of Indonesia and not solely depend on the government, furthermore promoting care and the paradigm that Indonesia deserves clean air as it is detrimental to the longevity of good health (Bicara Udara, .n.d.). As stated on their website Bicara Udara's mission is to; 1. encourage citizens to voice their right to clean air as part of basic life rights, 2. to lobby policy makers to place public health first, specifically in relation to air pollution, 3. advocating changes in policies by utilising research and spreading knowledge to the public through an educational approach. With such it is seen that Bicara Udara is mainly focused on the issue of air pollution, and does not diversify in engaging with other environmental issues that exist. Bicara Udara's sole existence revolves around the issue of air pollution, thus all forms of activities are fundamentally only about air pollution.

Bicara Udara to an extent embodies the essence of the function of an NGO which is to reach out to as many people as possible, instil a sense of individual responsibility, create behavioural change, spread knowledge from person to person, and ultimately improve air quality. One of Bicara Udara's uniqueness derives from the positioning that they have taken in the relationship with the government, which is to assist and help the government in socialising and educating the public, opposing other NGOs that pressures governments in making changes.

As any other NGO that exists, Bicara Udara conducts activities that communicate their ideology in which they strive for. Activities in the sense of social media posting disseminating information to the public, and creating campaigns in which aligns with their ideology, bolstering their presence and in turn affecting their campaigns.

Social media content seems to be the main form communication tool utilised by Bicara Udara there is a consistent theme throughout their social media post, which is to communicate educational content with a level of amusement, depending on the post, some are more amusing than others. The use of meme format content mixed with knowledge of air pollution is one example of such “amusing” content.

Figure 8.
Biru Voices Penanganan Polusi Udara Jika Pemerintah Punya Zodiak



From Instagram, 2023.

One of Bicara Udara's prominent activities is called Biru Voices. Biru Voices is a campaign organised by Bicara Udara that has the overall purpose of producing clean air ambassadors and promoting Bicara Udara as an NGO that contributes to spreading awareness of air pollution in Jakarta. The campaign includes the promotion phase of the campaign, open recruitment of participants, and a boot camp. It is one of the many activities that Bicara Udara conducts that encompasses Bicara Udara's overall vision and mission, is a fairly new activity that involves specifically the mission of educating the youth and taking action for the betterment of air pollution. Observing Bicara Udara's Instagram it is understood that the Biru Voices campaign is prominently featured through their social media posts.

Bicara Udara through their social media posting has consistently depicted not only the open recruitment of Biru Voices but showcasing of other activities conducted by the members of the Biru Voices. It presents one of Bica Udara's main activities to remind the public of Biru Voices' existence and showcase its appeal. As mentioned Biru Voices campaign is a fairly new campaign that started in 2022 and is continuing in 2023, as such an extensive amount of time and effort is invested into the Biru Voices campaign, thus a degree of ensuring success in Bicara Udara's communication of Biru Voices is pivotal.

Figure 9.
Biru Voices Campaign



From, bicaraudara.id, n.d.

Aside from the Biru Voices campaign Bicara Udara has another campaign that works together with Lapor Bakar Udara Sampah, which provides a feature to report the practice of burning trash. This activity conducted by Bicara Udara is reflective of their claimed position as an NGO, it tackles the mitigation of air pollution, individual responsibility and assisting the government, as it is illegal to burn trash (Wahyuni, 2022). Bicara Udara focuses on creating big changes that educates the people that malpractices that have been normalised contribute to the health issues that many deal with due to air pollution. The everyday behaviour re-educated that any size of practices that contribute to air pollution further fuel the large problem Indonesians suffer from.

Figure 10.
Bicara Udara Lapor Bakar Sampah section



From Bicaraudara.com, n.d.

Activities that Bicara Udara have conducted align with their ideology of reaching out to as many people as possible through education. Furthermore, Bicara Udara does not limit the possibility of delivering education, creativity is involved within Bicara Udara's methods. For example, Bicara Udara launched a movie produced by VICI Studio in XXI, this documentary movie titled Sengal, depicts the many risks and damaging effects that air pollution causes. This form of NGO activity showcases the ability to educate in a manner that is entertaining, to appeal to the human emotion and mind.

Figure 11.
Bicara Udara Launching VICI Studio' Senegal movie



From Bicaraudara.com, n.d.

As Bicara Udara resides within the multitude of NGOs that are present within Indonesia as a whole and Jakarta specifically, this includes NGOs and non-profit organisations that also concentrate on environmental issues which are numerous. Ranging from the topic of climate change, marine preservation, deforestation, and various prevalent environmental issues that exist in Indonesia as mentioned in previous paragraphs. With that being said, it can be understood that a degree of competition exists and poses a threat to Bicara Udara. Additionally on the subject of threat, during the pre-research interview, questions were posed on the subject of possible hindrances that may pertain to Bicara Udara's brand awareness. Bicara Udara's representative answers that the very fact that air pollution as a climate issue lacks awareness causes difficulty in increasing popularity being an NGO that solely focuses on creating awareness of air pollution, thus creating issues in spreading information about air pollution. As such, it can be understood that

the lack of awareness of air pollution causes difficulty for NGOs that solely concentrate on air pollution to be popular. From the table below we can see a few examples of NGOs portrays themself to mainly concentrate on the issue of air pollution:

Table 1.
NGOs Concentrating on Air Pollution

Name	Instagram Follower	Description
Clean Air Asia	632	International non-governmental organisation that operates within 6 countries, Indonesia being one of them. Purpose of reducing air pollution and greenhouse gas, through supporting the government to implement changes and inspiring citizens for better air quality. (Clean Air Asia, n.d.)
Udara Bersih Jakarta	792	Based on Udara Bersih Jakarta's Instagram, it is seen that it is an organisation that concentrates on air pollution. Disseminating information about air pollution in Jakarta, and have posted about Bicara Udara.

From Author, 2023.

The mentioned organisations in the table above are the few NGOs and communities that specifically presents themself as organisations that solely concentrate on air pollution. By present it is meant based on their name and the content that they communicate, which is geared towards specifically the use of keyword air pollution as opposed to keywords that relate to air pollution such as climate, carbon, and other broader issues.

Based on the findings the few existing NGOs that fully present themself within the topic of air pollution issue specifically may not present as a threat towards Bicara Udara, which is in line with the issue of air pollution as a less popular issue causing difficulty to NGO's popularity. The same cannot be said towards organisations that adopt a wider term of environmental issue, and presents a wider array of topics. Organisations shows below:

Table 2.
Competitors Of Bicara Udara

Name	Instagram Approximate number of Followers	Description
Greenpeace Indonesia	702.000	An international NGO with a long history, its establishment of operation in South Asia dates back to the early 2000s (Greenpeace, n.d.). Greenpeace conducts activities on a wide range of environmental issues from sea, land, and air. As such air pollution is included within Greenpeace Indonesia radar, conducting a wide array of activism practice ranging from public demonstration and campaign about clean air.
Teen Go Green Asia	35.100	Teens Go Green presents itself as a community in Indonesia which incorporates a heavy focus on the young generation in adopting a care for the environment through educational means (Teens Go

		Green Indonesia, n.d.). The community presents to focus on the topics of waste management, sustainable living and climate change. Teens Go Green have various campaigns, notably a training camp on the topic of climate change, which speaks about greenhouse gas as a contributor to air pollution (Teens Go Green Indonesia, 2022).
WRI Indonesia	21.800	WRI Indonesia is a slightly different organisation as it presents itself as an independent research organisation with the purpose of assisting the government in various environmental issues, one being greenhouse gas (WRI Indonesia, n.d.-a). That being said, WRI Indonesia offers a mentorship program called Indonesian Young Thought Leaders on Environment. It is in purpose to instil knowledge and care about the creation of policies in protecting the environment for young people, specifically Bachelor degree or Master's degree students (WRI Indonesia, n.d.).

From Author, 2023.

As shown in the table above the organisations presented as mentioned are organisations that adopt a wider range of environmental issues, which they project onto the public. Correspondingly the amount of attention that these organisations have is considerably larger compared to

Bicara Udara, additionally, this indicates the number of garnering people to participate in activities is of an easier means, due to the fact the basis of numbers of followers presents the pool of people that can be conveniently reached . An element of the organisation's establishment does contribute to its popularity but the notion of tackling a wider range of environmental issues permits a higher level of traction to the public, this enforces the notion that lack of attention that air pollution as an issue receives creates challenges for Bicara Udara's presences as an NGO. Showcasing potential threats that organisations alike present to Bicara Udara.

Furthermore, in terms of specifics to the Biru Voices campaign by Bicara Udara, it is seen that these organisations with higher amounts of followers do possess campaigns similar to Biru Voices. Notably, the Teens Go Green organisation has its own bootcamp-like campaign named Youth Climate Action Change, which is considerably similar to the Biru Voices bootcamp by Bicara Udara. The Youth Climate Action Change Camp campaign targets a similar group range of people to the Biru Voices campaign which are younger generations. Furthermore, the Youth Climate Action Change Camp campaign revolves around climate change, specifically greenhouse gases. The ability to understand the comparison of success between the two campaigns is limited as data are not presented, but this does not dismiss the mentioned advantage of large followers presenting an easier pool of people to participate in the campaign which can be the case for Youth Climate Action Change Camp.

The proposed scenario that may be detrimental to Bicara Udara and Biru Voices as a campaign, is the scenario in which a larger organisation that possesses a higher degree of public attention creates a campaign that is exactly like Bicara Udara's Biru Voices campaign. This presented possibility conjures the idea that Bicara Udara must be able to strategically present or communicate the Biru Voices campaign correctly, in the sense that it is able to compete with other similar campaigns, and have a sense of differentiation or other public relations-related strategy. Furthermore, Bicara Udara combats its lack of presence due to its concentration in air pollution, thus it is pivotal for Biru Voices to be communicated effectively.

The issue of effectively communicating a campaign that benefits Bicara Udara can be seen from one of Bicara Udara's previous campaigns. Bicara Udara’s collaboration with Vinci Studios in creation of the documentary “Sengal” showed to be successful in raising awareness on air quality issues in the JaBoDeTaBek area and how detrimental its effects can be on people’s health. Although the documentary was successful in raising awareness of air pollution, with viewers commenting their concerns and personal experiences, view gave credit or acknowledged Bicara Udara’s involvement in its role within the making of the documentary. To specify, out of the 114 comments in the documentary, a mere 3 people commented about Bicara Udara, with the rest crediting Vincent Ricardo. In one interview done by Nafas Indonesia with Andovi Da Lopez, a high profile influencer and actor

with over 1 million followers on Instagram, the actor gave praise to Nafas Indonesia and the documentary in its insightful content, although any mention of Bicara Udara was not found.

With that being said Biru Voices being a campaign that pertains a degree of investment over a period of time, presents the curious nature of understanding the strategies needed to be employed in achieving success as a campaign for Biru Voices.

1.2. Problem Formulation

"What strategies are implemented by Bicara Udara to communicate its Biru Voice campaign?"

1.3. Objective

1. To examine the current Public Relations strategies used by Bicara Udara for its Biru Voices campaign, and identify their strengths and weaknesses.
2. To explore the effectiveness of various communicating tools and platforms used by Bicara Udara for its Biru Voices Public Relations strategy.
3. To analyse the impact of Bicara Udara's Public Relations strategies on its stakeholders, including donors, volunteers, and beneficiaries.

1.4. Research Significance

This research will offer a novel insight into the utilisation of Public Relations strategies in rapport with non-governmental organisations, specifically Bicara Udara's Biru Voices campaign. Furthermore, this research will provide an understanding of the effect of Public Relations strategies on non-governmental organisations' continued presence within society.

Academic Significance

1. Further contributing in the development of the research in the specific area of the relationship between Public Relations strategies and non-governmental organisations.
2. To serve as a reference or foundation for future researchers to improve future study within this domain, and provide greater insight than previous research.

Practical Significance

The practical significance of this research is that it will provide a substance of knowledge for Bicara Udara. This research can be used as a reference point to understand the effectiveness of its Public Relations tactic and use this as to further spreading their vision and mission reaching stakeholders creating local support, and having a reputable and recognizable brand. In the sense that it can highlight or provide the best practices for

building future effective Public Relations strategies that can assist Bicara Udara in achieving its goals and making a positive impact on society.

1.5. Scope and Delimitation

Scope of Research

The scope of the research pertains to examining communication activities that Bicara Udar conducts that affects its campaign communication of Biru Voices. The focus of understanding what public relations strategies are implemented.

Delimitation of Research

The research pertains to the topic of public relations and campaigning, as campaign is an ongoing endeavour that develops and changes with added internal contextual intricacy, time constraints to yield the best relevant time frame of results may need to be factored into.

CHAPTER II

THEORETICAL FRAMEWORK

2.1. Previous Research

Within this chapter numerous different studies related to brand awareness and NGO will be discussed as a form to acquire a more comprehensive and profound comprehension on the subject. A study titled “Branding In NGOS - Its Influence On The Intention To Donate” by Paço, A., Rodrigues, R. G., Rodrigues, L. (2014) examines the impact of branding as a form for an NGO to differentiate itself from other NGOS that exist and have a form of competitive edge compared to its competitors through branding. The research gave questionnaires to a sample size of 654 people, in which the result showed that brand image contributes in that NGOS that are well known such as RedCross are top of mind organisations. The study did show that well known NGO received a higher percentage of people intending to donate money but it did not equate to the actual action of donating money. Past donation behaviour is the variable that dictates future donation behaviour, meaning that the organisation must first be able to facilitate an ease of access to support the organisation in order to create a form of loyalty to the brand. Despite the study showing that familiarity of the NGO did not greatly contribute to receiving donations, the study did show that well known NGO do receive a higher degree of wanting to support the organisation. In relation to Bicara Udara, this may provide and idea that brand awareness can further spread their message, and enticing more a large amount of people in

helping their cause, but it may be taken also a learning point of how to create a brand awareness strategy with the purpose of attracting those initial behaviour, by incorporating communication message that showcases facilitating an ease of access in join the organisation.

A separate research called “Measuring the Brand Equity of NGO’S in Case of MAHAK (the organisation to support children suffering from cancer)” by Ahmadian et al. (2019). In this research it measured MAHAK’s brand equity through the scope of measuring different components that attributes into brand equity one of which being brand awareness. Method of qualitative specifically telephone interviews and qualitative in the form of rating each response, then put into SPSS file. The population are donors of 610, 300 people willing to participate. The study showed that brand awareness has a significant contribution to brand equity. Furthemore, the research states that brand awareness contributes to creating value for the brand, through having a sense of familiarity by having the brand name recognised. The relation that can be made to Bicara Udara is that the importance of creating a strong brand awareness strategy, increasing its recognisability gives an added value to Bicara Udara’s brand; an added sense of credibility.

This study called “The Influence of Social Media in Brand Awareness, Word of Mouth, Intention and Donation Decision at Rumah Zakat” by Mulyono et al. (2016) showcased the relation of social media impact on brand awareness and word of mouth. The research had 156 respondents who have an active account in one of the social media platforms that showed

the offer of Zakat house. Correspondents were distributed online research questionnaires via Google form format. It is found that social media significantly affects brand awareness which proceeds in augmenting word of mouth. A high active social activity equated to a higher degree of brand awareness. These findings can be related to Bicara Udara due to the fact that Bicara Udara main form of communication is through social media, with such information knowing of what information or strategy implemented on their social media may prove as a guiding point the effectiveness of their brand awareness strategy.

This next study is called "*Share*, *Comment*, and *Like* on Facebook and Message Strategies of Non-Governmental organisations" by Wut et al. (2022). This study investigates the effectiveness of using facebook as a form of communication tool for its public. Analysing the posts that the NGOs made, the researcher encoded the different types of message strategy used under the model of Four Model of Public Relations, additionally the frequency of social media activity. The forms of communication method within the Four Model of Public Relations are; Press Agentry (PA), Public Information (PI), Two-Way Asymmetry (TWA), and Two-Way Symmetry (TWS). The research found that firstly Facebook is the most used social media by NGOs, furthermore NGO tend to use One-way public information communication method compared to Two Way Asymmetry and Two Way Symmetry. It is Mentioned that NGO should use PA and PI as a form of initial attraction for stakeholder to be followers, TWA the is used as a form of engagement and

TWS for greater engagement. This research may assist in the way to understand which forms of messaging should be prioritised within Bicara Udara's social media and the effectiveness of incorporating the Four Models of Public Relation.

A research called "The Structural Organization of NGO Publicity Work: Explaining Divergent Publicity Strategies at Humanitarian and Human Rights Organizations" by Powers (2014). This research investigates the funding placement in communication strategies of NGOs in relation to publication to media outlets. Powers (2014) analysed documents from NGOs and conducted semi-structured interviews with NGO professionals. The study in a media relations perspective showed that depending on NGOs purpose and target they appear to want to be publice in different specific types of media outlets. For example, if the NGO aims to create discord or effect policy changes, they would aim for a politically concentrated media organisation, while when the purpose of publicity is to bring awareness of the issues to people who do not follow nor are aware that a more general media is chosen. Bicara Udara as an NGO seem to often have media attention, meaning that further utilisation on BIcara Udara brand awareness strategy one can understand its view on implementing media relation, perhaps even better incorporate media relation in building awareness strategies.

2.2. Theoretical Framework

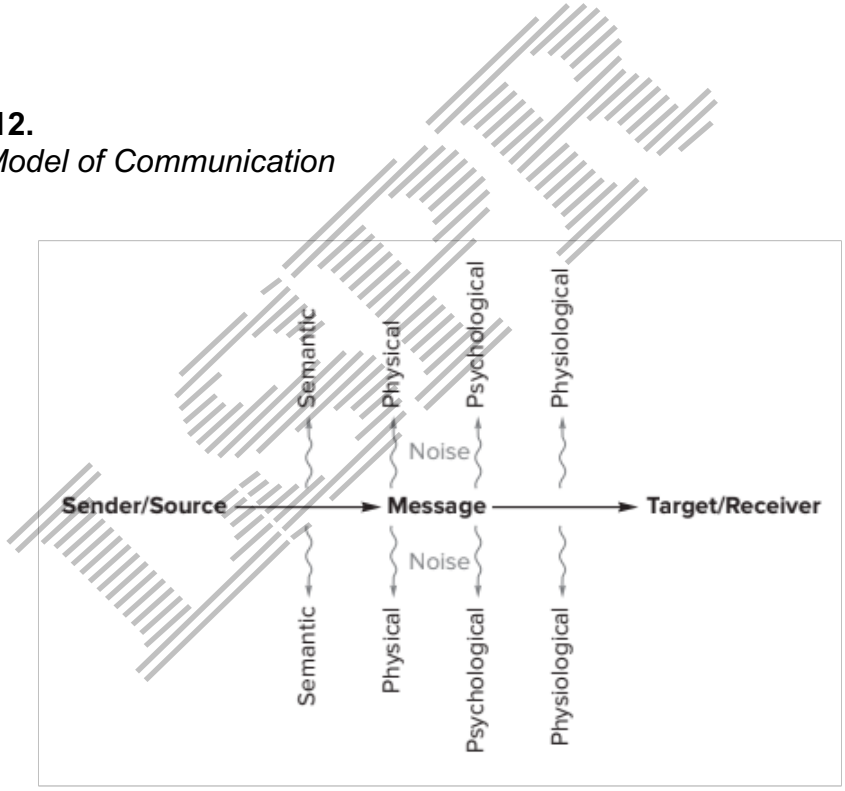
Communication

According to West and Turner (2018, p. 5), communication can be defined as a social process whereby a person would utilise symbols in order to signify and clarify meanings within their environment. The definition is reiterated by Hartley (2020, p. 59) who explains that communication is an interaction that generates meaning between two or more people with the usage of recognisable signals. Be that as it may, Littlejohn, Foss, and Oetzel (2017, p. 4) argues that the definition of communication is more complex in nature, using level of observation, intentionality, and judgement as dimensions to help define communication in its complexity. West and Turner (pp. 5-8) simplified the understanding of communication into 5 key terms:

1) Social: the idea that communication process include people and interactions
2) Process: communication is seen as something continuous, dynamic, and perpetual
3) Symbol: Communication is seen as something unpredictable, coming in the form of objective symbols and abstract symbols
4) Meaning: communication is defined by what an individual takes from a message
5) Environment: the situation or context wherein communication transpires

Communication is also separated into three different models, varying from its accuracy in its depiction. West and Turner (2018, pp. 9-23) state the three models as action, interaction, and transaction. Communication as an action utilises a linear model where the assumption lies in the notion that within a communication process, there is only one message. The linear model displays a defining point of beginning and end to a communication process.

Figure 12.
Linear Model of Communication

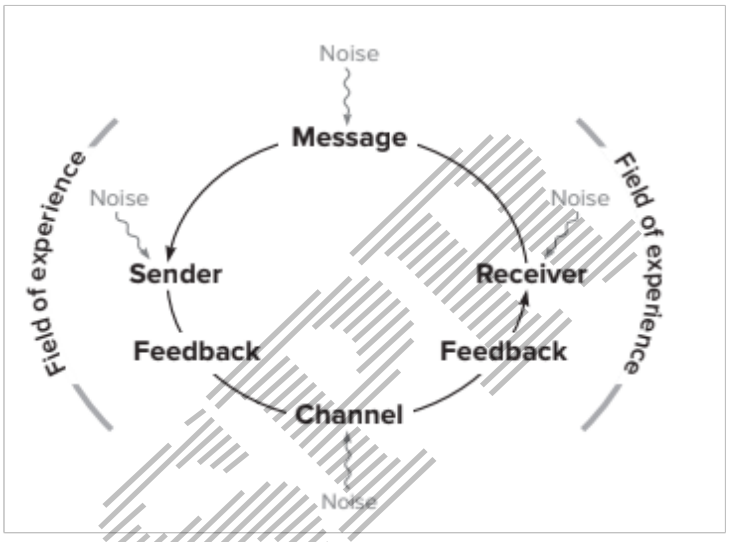


From Introducing Communication Theory, 2018.

Another model of communication is the interaction model where the communication process is perceived as the sharing of meaning with the sender and receiver being linked by feedback. This model suggests that within the communication process, an individual will be the sender while

another person will be the receiver. The model is stated to lack accountability of nonverbal communication transmitted during the exchange.

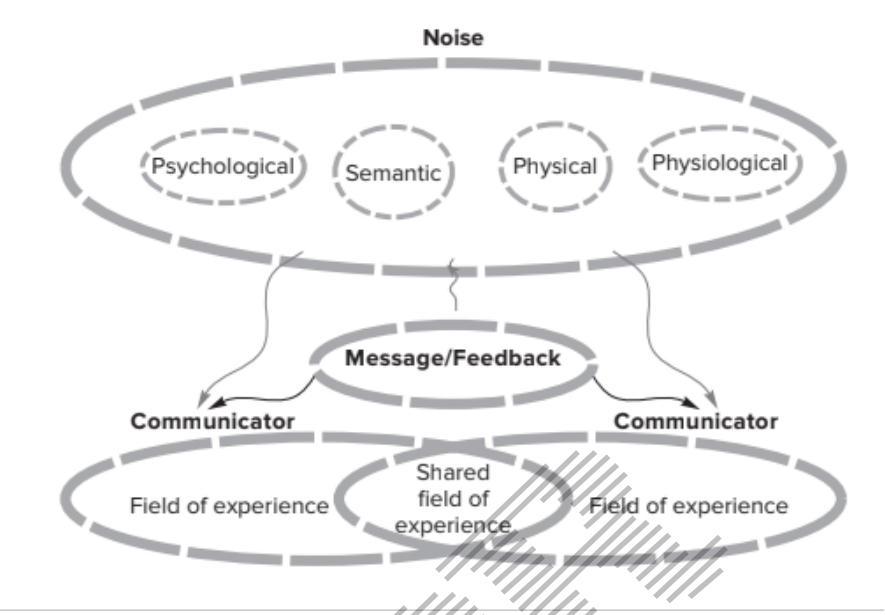
Figure 13.
Interactional Model of Communication



From Introducing Communication Theory, 2018.

Lastly, the transactional model of communication is one where it sees communication as the synchronous process of sending and receiving messages. This model furthers the process of meaning-making by assuming reciprocity.

Figure 14.
Transactional Model of Communication



From Introducing Communication Theory, 2018.

The models of communication may be used in the different types of communication mentioned by West and Turner (2018, pp. 30-31), which are:

1) Intrapersonal Communication: communicating with oneself
2) Interpersonal Communication: one-on-one communication
3) Small Group Communication: communicating with a group of people
4) Organisational Communication: communication within large groups of people and broadened environments
5) Public Communication: communicating to an audience
6) Mass media Communication: mediated communication with a large audience through mass media

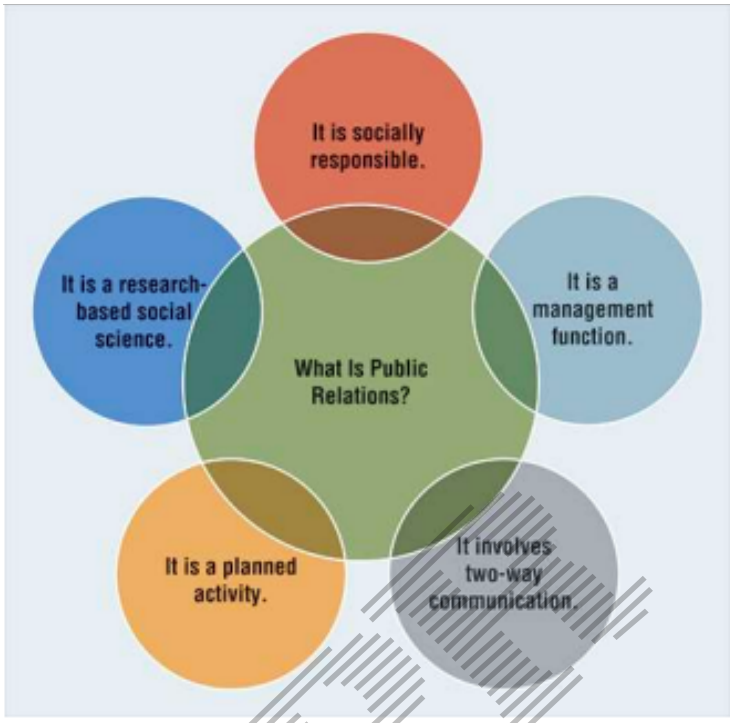
Elaborated by West and Turner (2018, p. 26), communication contains certain frameworks to act as a guide in understanding communication

processes and forms through specific lenses which are known as cybernetic, socio-psychological, sociocultural, critical, rhetorical, semiotic, and phenomenological.

Public Relations

Stacks (2017, p. 19) describes public relations as a management function that runs research regarding organisations and its publics in order to create a relationship between the two that is reciprocally beneficial. Guth and Marsh (2017, p. 57) agrees on this definition of public relations, adding only that said management is driven by the organisation and publics' values. Elaborating on the statement that public relations is a management function, Stacks (pp. 19-20) explained that public relations has the task of identifying certain steps that an organisation needs to take in order to progress or maintain their standing against competing organisations. Additionally, public relations has the task of exhibiting the measures and its help in advancing the organisation.

Figure 15.
The Five Essential Elements in the Definition of Public Relations



From PR: A Values Driven Approach, 2017

According to Guth and Marsh (2017, p. 46), public relations follow four steps as its practice;

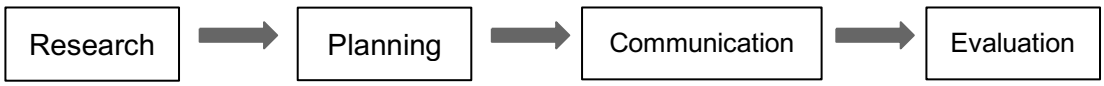
Step 1: Research. Public relations practitioners begin with discovering a process of problem-solving, utilising both formal and informal approaches to data collection in order to understand an organisation's challenges, situations, and its key publics.

Step 2: Planning. After the data collection, practitioners will utilise the gathered data to strategize the measures an organisation can take to solve the problem found in the research phase.

Step 3: Communication. Practitioners direct messages to the targeted public, therefore enacting the public relations process to meet certain aims that had been set.

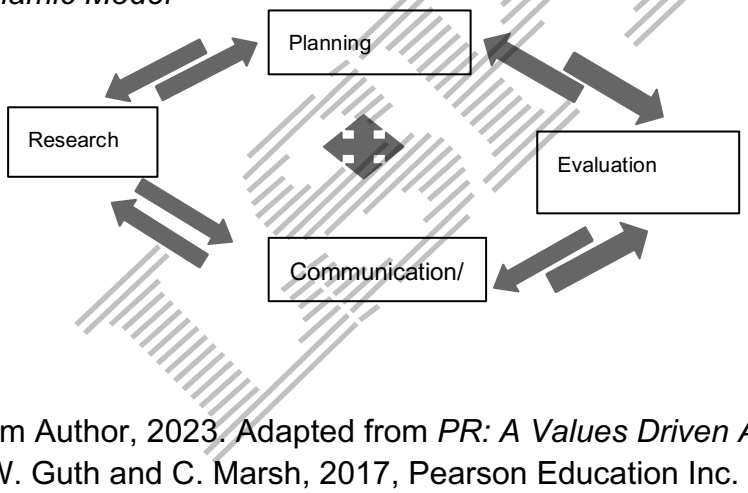
Step 4: Evaluation. The final step where practitioners would measure the plan's success in meeting the organisation's objectives.

Figure 16.
Traditional 4-Step Model



From Author, 2023. Adapted from *PR: A Values Driven Approach* (p. 46), by D.W. Guth and C. Marsh, 2017, Pearson Education Inc.

Figure 17.
Dynamic Model



From Author, 2023. Adapted from *PR: A Values Driven Approach* (p. 47), by D.W. Guth and C. Marsh, 2017, Pearson Education Inc.

The practice of public relations is applicable in numerous forms of employment. As Guth and Marsh (2017, p. 72) stated, public relations typically reside in five different environments which are corporations, governments, public relations agencies, independent public relations counselling, and non-profit organisations.

4 Steps of PR

Broom and Sha (2013, p. 263) took the understanding of a public relations strategy from Cutlip and Centers who defined public relations as an accurately managed sector within an organisation's processing of change and problem-solving. Such processes utilise theories and a problem-solving process known through the four steps, in likeness to the four step or linear model of public relations practice found in the theory of public relations. Broom and Sha (p. 264) defines and elaborates the four steps as:

Step 1: Problem definition. The initial phase of the problem-solving process is to identify the problem or issue that the organisation is currently facing. The process entails gathering information on internal and external public's opinions, behaviours, and attitudes, those who are affected by the organisation's actions and/or practices. To summarise, this phase consists of the organisation's intelligence basis which provides the footing for the remaining phases within the problem-solving process.

Step 2: Planning. After the initial phase of collecting information, the knowledge will then be utilised to create strategic choices in regards to program aims, objectives, target publics, execution, and communication. The phase entails including the findings in the problem definition phase into the organisation's practices and programs. The planning and programming phase in the problem-solving process answers the question of the steps the organisation is required to take to solve the identified problem.

Step 3: Communicating. This phase involves executing the planning phase and communicating said plans. A process of implementation, the phase contains tactics the organisation would use in order to achieve the particular aim for each public as per the program objectives. The third phase pertains to the notion of what to communicate, who will be communicating, when, where, and how the communication will take place.

Step 4: Evaluation. The last step in the problem-solving process involves the assessment of the construction, implementation, and effect of the organisation's program. Accustoming changes or revisions are made towards the program while it is being executed in accordance with the evaluation of the winning and lacking factors of the program. In this phase, the organisation's program is resumed, changed, and paused after understanding the measurement of success of the program. Evaluation concludes the problem-solving process.

According to Smith (2021, p. 81) the strategic planning in public relations are mentioned in numerous public relations books as having the aforementioned steps or phases, containing a total of 9 additional steps in the phases. Be that as it may, the essence of the steps lead back to the four initial steps which are formative research and analysis of the organisation, situation, and public, strategy for goal and/or objective setting, action, message, and response, tactics for communication and

implementation of the strategic plans, and lastly evaluation of the strategic plans. Smith (p. 89) claims that research is the crucial step in public relations strategic planning as it provides a strong foundation for any activity done by an organisation such as campaigning. Through adequate and accurate research of the situation, organisation and public, the campaign or event prevents the risk of being ineffective.

Campaign

Smith (2021, p. 86) defines campaigns as a set of planned public relations activities, each containing a specific and defined purpose which spans over a certain period of time and addresses objectives that lead toward an issue in particular. Smith also states that campaigns could entail certain goals such as social issues, organisational issues, or environmental issues. According to Bobbitt and Sullivan (2014, pp. 4-6), nonprofit or nongovernmental organisations hold campaigns that are educational or geared towards public awareness about a certain issue that could relate to social injustice, environmentalism, or other aspects of society that the government seems to lack preventative or combative action towards. Bobbitt and Sullivan (2014) claims that in situations where campaigns hold the goal of changing behaviours, the organisation would encourage participants to be active in either addressing the cause or helping the cause. In order to change people's behaviours, four models of decision making come into play which are namely precontemplation where participants are not aware of how the

issue relates to their everyday lives, contemplation stage where the suggested change from the organisation is pondered and considered, action stage where participants take active efforts in regards to the issue at hand, and lastly maintenance stage where participants continue to uphold the behaviour change after the campaign has concluded.

The public relations process is used in developing a campaign to ensure that it not only reaches the target audience, it also relates to the current situation or issue, and can ultimately be measured as part of the evaluation process. For nonprofit organisations, the target audience would be members and volunteers, donors, sponsors, and media coverage in the form of journalists to publish the issues the organisation is trying to spotlight (Bobbitt & Sullivan, p.18). Lang (2013, pp. 7- 22) claims that in the particular case of nongovernmental organisations, the campaigns they hold cannot be deemed as non-political, as many of them today combine the political and social aspect of the issue together in order to gain the highest possible awareness of the severity of the issue. Lang also states that the goal of NGOs lies in public advocacy, where strategies are employed in a manner that constructs their communication approach to amplify and mobilise the voices of the people.

Lang (pp. 87-90) explains that in the public relations perspective, campaigns done by nongovernmental organisations emit such a powerful image of altruism that profit corporations cannot achieve, due to the selfless and trustworthy nature of nongovernmental organisations. Lang also states

that because NGOs are required to utilise strategic communication tools to professionalise itself, they in turn shuffle between aligning themselves with those who provide financial support for the strategic communication, and with those who align themselves to the NGO's cause. Be that as it may, NGO campaigns still possess the essential bearings explained by Bobbitt and Sullivan, where they depend on volunteers to join their campaign. The statement is consistent with Wolstenholme's (2013, pp. 164-183) claims in regards to campaigns, where those holding the campaigns need to invite the public to participate and take measures in the cause either through symbolic means or active means. Wolstenholme continues to elaborate on the statement by saying that campaigns are required to be able to convince the public that they should identify themselves with the cause or idea that is being conveyed, ultimately aligning themselves with the organisation.

2.3. Definition of Terms

Non-Governmental Organisation

As described an Non-Governmental organisation often is defined as an entity that takes forth social issues when governmental bodies fail, pursuing and engaging in activities that aim for the common good (Lang, 2013). First foundational meaning of NGO was first declared by the UN and as mentioned adopts a bottom-up organisation of good that ranges within many segments of society (Davies, 2019).

Key Opinion Leader (KOL)

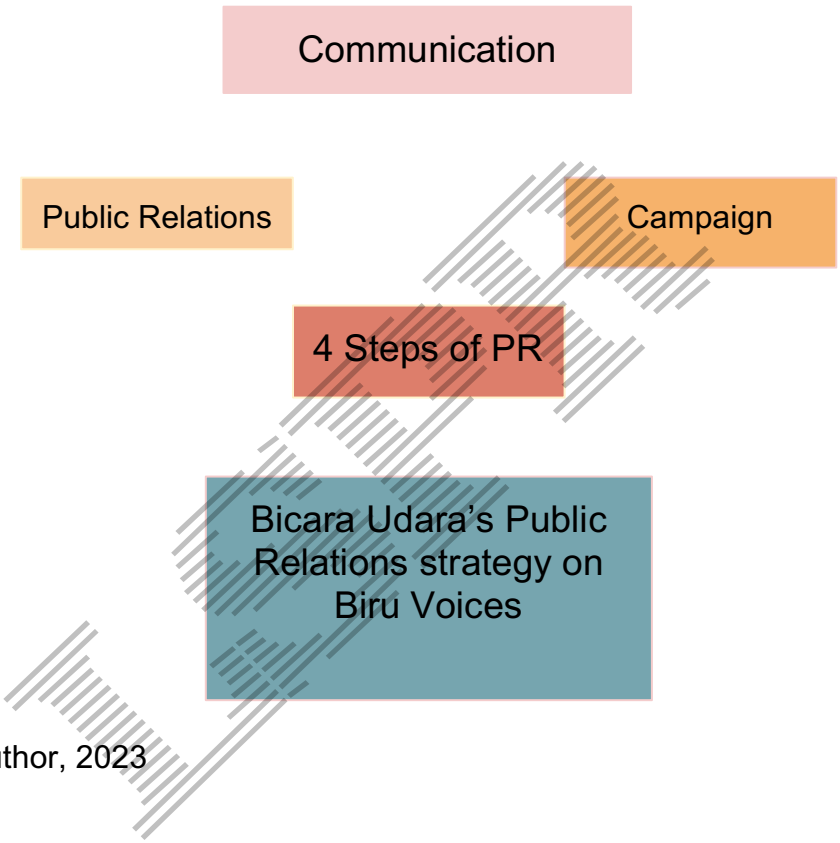
Key opinion leaders can range from a multitude of social levels, from a local member of the community to media personalities, the fundamental that describes key opinion leaders in the person's possession of an influential role to the public (Smith, 2021).

2.4. Conceptual Framework

In this research the conceptual framework is focused on analysing the Public Relations strategies employed by Bicara Udara's Biru Voices campaign. This includes observing what Public Relation strategies are employed by Bicara Udara as a whole. Communication theory as the umbrella subject serves in contributing to the researchers fundamental principles model of clear communication between sender to receiver may it be through symbols and the intended meaning is received. Through Communication a more specific scope is used; Public Relations and Campaign theory as contextual orientation of research, which supports the 4 Steps of PR as the main frame of focus, which is used due to the understanding that this model presents as a form of guidelines of effectively creating Public Relation strategy in resolving an issue. Interview method is used to collect data, questions are crafted in guidance with the 4 Steps of PR model and the previous theory with embedded brand awareness oriented elements, which is in response to the issue of combating lack or practises

affecting activities . Resulting in the analysis of Bicara Udara's Biru Voices Public Relations strategies.

Figure 18.
Conceptual Framework



From Author, 2023

CHAPTER III

RESEARCH DESIGN AND METHOD

3.1. Research Method

The researcher has chosen qualitative as this research's method. According to Tracy (2020, p. 4), a qualitative research method is an encompassing concept that includes interviews, participant observation, and textual analysis. Deciding a qualitative approach is understood to be a more suitable option for researchers who are aiming to thoroughly describe a certain phenomenon or understanding people's narratives about their lives (Tracy, p. 5). A qualitative research method can be conducted in multiple locations and do not require a withstanding immersion towards a culture or thorough examinations of a social norm. Summarised by Tracy (p. 7), a qualitative research method is defined as:

a) Rich and conclusive
b) Provides understanding towards a prolonged process
c) Pays special attention to lived experience within its context
d) Respects local meanings shared by participants
e) Offers explanations, clarification, or interpretation of a quantitative data
f) Interprets participant perspectives and experiences
g) Conserves and explains chronological pathways

h) Recognises the way in which research presentations constitute reality in addition to affecting the questions the researchers are able to ask
i) Describes how various interpretations could be possible

As described the utilisation of the qualitative research method within this particular study of “Analysis of Brand Awareness Strategies for Non-Governmental Organisations: a Case Study of Bicara Udara” study allows the researcher to have a deepened explorative approach to the understanding of the factors that are employed within Bicara Udara's strategies that would culminate into its brand awareness building. An understanding that factors in different variables that is beyond the confines of numerical measurements by having a rich nuance to the contextual data that will be provided through methods such as interview.

3.2. Data Collection Technique

Brinkmann and Kvale (2015, p. 4) defines interviews as a conversation consisting of guided questions and answers. Interviews are elaborated by Tracy (2020, p. 79) as particularly helpful when it comes to obtaining information and background on certain topics that may be difficult to access or observe. Additionally, interviews are also beneficial to researchers who aim to focus on a specific topic head-on when compared to other forms of data collection methods. Hair Jr., Page, and Brunsveld (2020, p. 209) mentions the usefulness of interviews when it comes to dealing with delicate

or difficult topics, or whenever open-ended questions are required in the data collection process. Hair Jr. et al. (pp. 210-214) defined three types of interviews as:

- Structured interviews: the researcher or interviewer will utilise an interview pattern containing predetermined questions within each interview. In structured interviews, it is necessary for the interviewer to use the exact interview pattern and method of conducting the interview to steer clear of prejudice resulting from inconsistencies in the process.
- Semi structured interviews: researcher or interviewer have the freedom to take their initiatives into action while adding to the participant's answers. Semi structured interviews leave lots of room for flexibility in adding unstructured questioning.
- Unstructured interviews: performed without the usage of interview patterns which allows the researcher to bring out information through engaging with the participants in a form of open discussion on the research topic. Unstructured interviews are utilised in researches that explore new areas or fields.

According to the definitions above, the researcher has chosen Semi-Structured interviews. As mentioned, a degree of flexibility in the exploration into the concept matter of brand awareness strategy allows the researcher to further enrich contextual data by honing into aspects of participant's answers, an un-scripted follow-up question that may be posed when presenting its

moment. Especially when exploring the potential effect or impact that Bicara Udara's supposed brand awareness strategy has on its stakeholder, target, or beneficiary.

Primary Data

Semi-Structured Interview

As mentioned the researcher will use Semi-Structured Interview to collect data in the analysis of Bicara Udara's brand awareness strategy. As to understand what the supposed brand awareness strategies implemented, guided questions within that realm will be questioned to different key information. The researcher uses guided questions that fall into the theme of implemented brand awareness strategy and identify the effectiveness of the supposed strategy from various perspectives. Key informants mentioned are;

a) 1 representative of Bicara Udara's organisation

A representative of Bicara Udara would provide internal data on the actual Brand Awareness strategies that are being implemented and provide a deeper sense of the contextual strategical reasoning behind such brand awareness strategies. Furthermore, the possibility of collecting current measures of success in Bicara Udara's brand awareness strategies.

b) 2 social media followers of Bicara Udara

The public sets the resulting measure of success of Bicara Udara's brand awareness strategy, thus followers of Bicara Udara provide the "real life"

resulting effect of such strategy. Furthermore, insights from social media followers may indicate an understanding of the expectation and the reality of Bicara Udara's brand awareness strategy.

Secondary Data

Documents

The use of documents will be the use as a form of secondary data, documents refers to various forms of postings, review, impression from various sources including online media and social media. Documents are not limited to only from Bicara Udara as source but comments by people may be used.

3.3. Data Verification Technique

Data Triangulation

Hair Jr., Page, and Brunsveld (2020, p. 321) explained the 4 type of triangulation found within a qualitative research which are researcher triangulation, involving the analysis and interpretation of more than one researcher of the same group, method triangulation which pertains to the execution of a research project utilising various methods along with findings comparison, theory triangulation which uses a couple of theories and point of views in order to interpret the data or explaining it. There is lastly, data triangulation, which requires the researcher to collect data from multiple sources which may be at different times.

Data triangulation contains two main goals to be met which, as stated by Eden, Nielsen, and Verbeke (2020, p. 129) as identifying the nature and method of the various types of the collected data, and ensuring that the researcher displays the relevancy and usefulness of said data during the analysis. The researcher has chosen to verify the data from this research through data triangulation due to the fact that the data variety of sources and in conjunction with the yielded richness from utilising interviews, this form of triangulation from different key informants may allow a deeper understanding through possible pattern identification of overlapping data.

3.4. Data Analysis Technique

Data Reduction

According to Ghauri, Gronhaug, and Strange (2020, p. 133), data analysis entails the process of assembling and structuring the data collected, in addition to creating meaning out of said data. Within a qualitative data analysis are found 3 components; data reduction, data display, and conclusion drawing and verification. Data reduction is defined as the process of choosing, concentrating, simplifying, abstracting, and changing the data which appears during the transcription writing process. Data display entails the arranged and condensed construction of information that allows the researcher to draw conclusions and execution, data display could come in the form of figures, data matrix, and more.

3.5. Research Focus

This research focuses on analysing Bicara Udara's public relations strategies through the 4 Steps of PR which consists of Problem Definition, Planning, Action and/or Communicating, and Evaluation. The research focus will be displayed in the table below to allow a more in-depth description of the method and approach the researcher will employ to gather the data necessary to answer this research's problem statement.

Table 3.
Research Focus

Object of research	Element	Evidence	Method
Bicara Udara Public Relations strategies	Defining the problem/ opportunity	Determining current situation in relation to Bicara Udara brand awareness. What are the current strategies used for Brand Awareness? Understanding any forms of success or failure that may exist from Bicara. Udara brand awareness strategy.	In-depth Interview
	Planning	Exploring proceeding plans from the understanding of the state of Bicara Udara's brand awareness strategy.	

		What strategies have been further improved or changed?	
	Action and communicating	Analysing implementation of said strategies. Observing used channels, to whom and how it is communicated.	
	Evaluation	Acquiring responsive data, analysing and identifying factors. Providing an understanding of the measure for success.	

From Author, 2023

3.6. Time and Place of Study

Time

This research is conducted starting from March 2023 until September 2023. Table below shows an orderly visual representation of study time proceedings.

Table 4.
Table of Time of Study

Activities	Mar	Apr	May	June	July	Aug	Sep
Compiling and editing Chapter 1							
Compiling and editing Chapter 2							
Compiling and editing Chapter 3							
Compiling and editing Chapter 4							
Compiling and editing Chapter 5							

From Author, 2023

Place

This research will be conducted online via a video call application.

3.7. Limitations of Research

This research may be subjected to subjectivity, as the interview method does not fully eliminate subjectivity from interviewees. Furthermore, the specifications of the research topic and subject may not be representative of an applicable result of other NGOs, as the environmental goals that Bicara Udara has pertains to its public relations strategy while other NGOs may deal with different external contextual issues.

CHAPTER IV

ANALYSES AND DISCUSSION

4.1. Research Object Description

At its very foundation, Bicara Udara was built by three mothers who had concerns about the air quality and its impact on their newly born children. Upon that concern, rigorous research was done to understand the effects that air pollution has. From there on the concerns of three mothers and two additional women bore the reality of a grassroots organisation and NGO Bicara Udara, a community concern movement about the air quality in Indonesia specifically in the area of JaBoDeTaBek.

Understanding that the problem of air pollution is subconsciously caused by society as a collective, thus Bicara Udara has the understanding and viewpoint that the concern and responsibility should be held harmoniously by both the citizens and the government. The philosophy that Bicara Udara holds has created the uniqueness of presenting the obligatory need for the conjoint work from the government, Bicara Udara, and the people of Jakarta, making it separate from other NGOs that peculiarly deal with the environment. Due to its philosophy, Bicara Udara encourages the citizens of Jakarta to understand the benefit of constructive understanding of individual responsibility and working together with the government, in turn creating the same reaction within the government. The government understands that the citizens of Jakarta wish for a conjoint effort to exist in combating air pollution ultimately resulting in policies, programs, and other

forms of positive activities for the betterment of the air quality, whilst maintaining a harmonious relation between the citizens and the government through Bicara Udara. This unique approach as an NGO is often translated within the many activities that are conducted which further peak Bicara Udara's unique positioning. Activities such as Lapor Bakar Sampah where concerned citizens may report illegal trash burning activity within their community, reflecting individual responsibility, educating the masses and government partnership as Bica Udara then takes those reports and informs it to the Environmental Department within that region.

Bicara Udara's unique approach and cause provide an interesting topic to be discussed. Bicara Udara presents to be one of the few NGOs that solely focuses on air pollution despite the fact that air pollution is a highly problematic environmental issue impacting the citizens of Indonesia, specifically Jakarta, a lack of general awareness or popularity prevails within the overall societal landscape of worries, as described in Chapter 1. An interesting phenomenon is observable, air pollution lacks awareness and popularity as a topic of environmental issue, which in turn demands Bicara Udara to break through barriers to present itself as a relevant and growing NGO by persistently pushing for the awareness of air pollution to the public. Bicara Udara's brand awareness is limited by the very cause to which they try to bring awareness too, creating strategies that are able to consistently grow their audience, reachability, and presence as an NGO. Making Bicara

Udara an interesting topic to research, especially when focusing on one of their campaigns or activities called Biru Voices.

Biru Voices presents itself to be one of Bicara Udara's activities that tackles the issue of air pollution, it is specified to approach the matter of air pollution in an educative manner. Biru Voices is a recurring campaign that has started from last year 2022, which pertains to as mentioned raising awareness about air pollution but more importantly producing clean air ambassadors. Participants of Biru Voices activity are subjected to a bootcamp process where they are taught about air pollution in depth, methods of campaigning, public speaking and other forms of soft skills. This campaign ends with participants conducting their own campaign in their respective communities.

Informant Profile

The processes of the individual semi-structured interviews were proceeding in the timing from 28 July 2023 to 3 August 2023, in which 5 informants were selected to be the source of this research. The informants consisted of one internal informant from Bicara Udara, 3 external informants who are followers of Bicara Udara, and one expert informant. In a detailed manner, the internal informant is named Selly Melinda, communications and social media manager of Bicara Udara, the 3 external informants are Jason Dharma, Najma Amalia, and Cinta. Jason Dharma and Najma Amalia are participants, long-time followers of Bicara Udara and previous participants of

Biru Voice, while Cinta is a new follower and participant of Biru Voice. As for the expert Ardhini Hapsari a Senior PR Specialist at Maker Lab for Netflix Indonesia, a long-time communications field practitioner, and a seasoned PR specialist possessing great expertise in the realm of Public Relations.

4.2. Result Analysis

The purpose of this chapter serves as a description of the researcher's findings based on the data collected through a qualitative method which includes the process of categorising. This research is focused on the study of Bicara Udara's campaign called Biru Voices and analysing its public relations strategy. Through the scope of Communication and specifically with the theory of the 4 step-process or also known as the 4 steps of Public Relations, the research can establish an analytical basis for Bicara Udara's public relation strategies for their Biru Voice campaign. Biru Voice's strategies will be investigated through the elements of Defining the problem (or opportunity), Planning and Programming, Taking action and Communicating, and Evaluating the program. Data collection used the method of semi-structured interview, 5 informants were the sources of the data. The research displays qualitative data in which Bicara Udara demonstrates Defining the problem (or opportunity) to understand the public relations strategies employed.

Defining the Problem (or Opportunity)

According to Broom and Sha (2013, p. 263) the practice of public relations is a methodological art that requires a scientific-like procedure in initiating and absolving challenges or creating change. The use of the four-step problem-solving process or commonly known as the 4 steps of PR is the theory that practitioners of high calibre adopt in practice, taking theory in practice in order to achieve all form goals or objectives to its best capabilities. Referred to steps indicate the existence of a start of these 4 steps of PR, indicatively it is the Research or Defining the Problem (or Opportunity), which is stated by Broom and Sha that is the process of understanding the current situation revolving the brand, it may range from internal and external elements that concern the organisation. The practice of investigating, and monitoring knowledge, opinions, attitudes, and behaviours is what constitutes to be a process of Defining the Problem or Research.

As mentioned in the previous chapter Bicara Udara as an NGO faces the challenges of overcoming the existing lack of awareness and popularity that air pollution possesses, which presents to be a hindrance to their overall effort and activity as an NGO, extending to the proceeding of campaigns such as Biru Voices. The presented complex problem mentioned presents the need of Bicara Udara to undergo a nuanced understanding of the very situational problem that persists. Based on the result given by Selly Melinda, Bicara Udara's communications and social media manager from the interview, the findings shows as follows:

> “So there is a priority issue… on the internet… The priority is usually based on what [are the things] we are doing. Anything that happens in the current situation… we are talking about air pollution and it is something that is [in the] grey [area] in the sense that the impact [of air pollution] is felt, [for example] the impact makes us cough [and uncomfortable, but indirectly [causing] disease.
> (S. Melinda, Bicara Udara Communications and Social Media Manager, 20 July 2023)

> “One of the reasons why we started BU is because of anxiety. From that anxiety we see it as we must voice out [the issue] because if no one voices it out then who will, and we think it is important for us, our children, [and] for our environment.”
> (S. Melinda, Bicara Udara Communications and Social Media Manager, 20 July 2023)

> “The challenge for Bicara Udara [and] the issue is that so many people [do] not relate, they think [it] is not important, they don’t feel the impact that air pollution is dangerous, and [it] is [the] same with young people, not many young people [are] aware about that.”
> (S. Melinda, Bicara Udara Communications and Social Media Manager, 20 July 2023)”

> “We actually monitor our followers, we do social monitoring on Twitter and if someone [from] KOL and the media mention air pollution.”
> (S. Melinda, Bicara Udara Communications and Social Media Manager, 20 July 2023)”

The statements submerge through the investigation of internal sources given by Bicara Udara. According to the findings above, Bicara Udara’s analysis of their external public shows that the public in general has a seeming lack of interest in regards to any issue or situation that is not currently in the focal point, this presents Bicara Udara the emerging difficulty in conducting their activities on their social media platforms without utilising virality as their helping tool. The findings also display the lack of awareness from the general public and especially the younger generation, bridging the

statement with Bicara Udara's understanding that the public adhere to trendiness in the stead of awareness. Bicara Udara also displayed their method in analysing both the public and the situation, and the finding demonstrates the understanding of the situation being part of the initial step within the four steps of PR including clarification of viewing "what is happening now?" as described by Broom and Sha (2013, p. 263). Furthermore, this statement is in rapport with the necessary step on how to address the current situation and surfacing the initial step in formulating a fruitful activity. The contextual background of Selly Melinda's statement intrinsically hinges on the situation analysis which Bicara Udara displays to have understood through as stated, the process of monitoring of both internal dependent research and the impression of the general public, which befits Smith's (2021, p. 83) analysing the public, a process that is categorically placed into his phase 1 of his rendition of the 4 steps of PR. Particularly, the statement showcases the research gathering done through online sources, corresponding to Broom and Sha's (p. 279) research methods within the step of defining the problem (or opportunity) specifically utilising social media and other online sources. The display of conducting in the process of analysing the public is further supported by Selly Melinda's continuing statement:

> "We also did media monitoring, and how far [the media] conveys the importance of for example, air quality in Jakarta… and what the government might do about it and what Bicara Udara can do to help." (S. Melinda, Bicara Udara Communications and Social Media Manager, 20 July 2023)

Within this statement, it demonstrates Bicara Udara's raw view towards the presented issue, the showcase of passion for the need to tackle the problem of air pollution by any necessary means, including out reaching those with governmental bodies and mass media in retrospect of the topic of air pollution. Given the understanding of the aforementioned statement, Bicara Udara as an NGO still requires the public to be the driving force of change for the issue at hand. The statement given by Selly Melinda about the public's priority issue and young people's lack of awareness on the subject of air pollution is supported by Jason Dharma, an external informant, which stated:

> "I didn't really know about air pollution, like I heard about it but I don't see it as an important issue that we need to be concerned about."
> (J. Dharma, External Informant, 25 July 2023)

> "I also learned a lot of facts [about] air [quality], lack of data of air pollution, starting from Biru Voices."
> (J. Dharma, External Informant, 25 July 2023)

The supporting statement above given by Jason Dharma is in rapport with the statement given by Selly Melinda Bicara Udara's communication and social media manager, an understanding of the subsequences of situational issues causing hindrance to Bicara Udara's activities. These statements combined demonstrate the act of monitoring and prodding of behaviours from internal and external, as both within the organisation comprehend the issue at hand while external entities are affected, in effect constitutes the understanding of segments within the defining the problem (or opportunity)

process (Broom & Sha, 2013, p. 263). Furthermore, a corresponding statement given by Azzahra Nureyna Cintani an external informant who newly follows Bicara Udara presents a contradictory statement towards Bicara Udara's public and situational analysis, the finding showed:

> "In my opinion this is an issue that is already widely spread, people are already aware [of the issue] even in social media there are alot of people voicing this issue, and in my opinion people are already aware about the issue."
> (A.N. Cintani, External Informant, 26 July 2023)

> "[Air pollution] is an issue that needs to be solved, but there are still [only] a few or not enough people who are truly willing to dive head first [and] be interested in this issue."
> (A.N. Cintani, External Informant, 26 July 2023)

The statement above shows that while lack of awareness is one of the problems presiding in the general public, part of the problem that Bicara Udara should be addressing is the lack of action, as awareness of air pollution seems to be an issue that people are already aware of. This contradicting display of findings shows that Bicara Udara has not conducted their analysis of the public in a more precise or specific manner, choosing instead to generalise the public as unaware instead of unwilling or unable to change the issue with the given circumstances. The different statements also support the notion conveyed by Selly Melinda who claimed:

> "Some NGOs may just open bootcamp and then they lose [participants], we need commitment… The challenge [for Bicara Udara] is how to find the ambassador and the ambassadors [who] want to commit to our program."

(S. Melinda, Bicara Udara Communications and Social Media Manager, 20 July 2023)

The statement above given by Selly Melinda speaks more about the challenge of people being committed and taking action on the air pollution issue. That being said, the researcher found based on the statements given by the external informants, that the audience who would have the higher probability are people who are to an extent eco-friendly minded. This is shown by the findings collected from the internal informants who claimed:

"The first time I got interested in Bicara Udara was because of [my] background as well, [I] talk about environmental issues but more specifically to deforestation… I do have interest towards the environment"
(A.N. Cintani, External Informant, 26 July 2023)

"I actually [have] cared about the environment from long ago…"
(N. Amalia, External Informant, 26 July 2023)

As shown from the statement above, those who indicate the trait of being eco-friendly minded displays a higher degree of taking action, while the public that are more unaware may perhaps have resistance in taking action as the first step as they prioritise gaining information first. Indicating the importance of Bicara Udara's public analysis process in context with the situation affecting the different external parties that exist. As it is stated by Ardhani Hapsari a senior PR specialist at Maker Lab, which the findings are:

"We first [begin with] researching the audience, [we] must not make a long-running campaign with all the strategies and tactics but it does not align with the audience of the brand. Secondly, we look at our

> competitors because we must look at what they have done so far and the gaps they have which we can take for our brand…"
> (A. Hapsari, Expert Informant, 28 July 2023)
>
> "...we look at what the audience needs…"
> (A. Hapsari, Expert Informant, 28 July 2023)
>
> "....[we] must constantly [conduct] social media monitoring in order to know the existing trend at the moment."
> (A. Hapsari, Expert Informant, 28 July 2023)
>
> "...you would not join an NGO if you do not have the same idealisms as that NGO… People in NGOs are 100% idealists…"
> (A. Hapsari, Expert Informant, 28 July 2023)

In accordance with the above statements from Selly Melinda, despite the new findings, Bicara Udara to an extent still demonstrated a level of aptitude for situation analysis affecting external entities that effectively hinder Bicara Udara's activities, which such sentiment is supported by external informants' statements. That is due to the statement indicating that despite eco-friendly-minded knowledge about air pollution it is still not an issue that is present to be an immediate problem as compared to other environmental issues. Demonstrating that the overall general claim that people are not aware of air pollution urgency is true.

This further demonstrates the particular importance of the process in research within the stages of the communicative plan or in this case activities for Bicara Udara. As shown from the various statements from all regions of sources, forms of semblance in Bicara Udara's understanding and implementation of the process of defining the problem (or opportunity) within the context of the broader form for Bicara Udara as an organisation, while the

importance of such step is supportively demonstrated by the external and expert informant.

Bicara Udara's statements have demonstrated as mentioned the extent of implementation of defining the problem (or opportunity), which hence should provide an understanding of the situation allowing Bicara Udara to develop hypotheses, possible solutions, and plans in handling such a situation. That being said the statements demonstrate the understanding from a perspective that is broad-focused, meaning it is specifically entangled with Bicara Udara as a brand. As mentioned these problems in turn affect operational activities, which in this case is the campaign Biru Voices. It is important to analyse the specificity of the process that Biru Voices faces since it is stated within the transcript by Selly Melinda that Bicara Udara and Biru Voices have their differences as Bicara Udara delves into many different activities. From the contradicting external data it shows that there is a different target audience than Bicara Udara.

The continual notion of that problem that Bicara Udara as an organisation faces within its environment threatens the achievability of accomplishing its mission (Austin & Pinkleton, 2015, p. 28). Biru Voice as a campaign specifically targets students which relates to the claim that through their monitoring people in general do not view air pollution as an issue. Furthermore, the claims above indicate Bicara Udara's understanding of prodding information in the form of a more specific basis, as it describes who exactly their external key publics are in other words identification of the public

that are affected by said problems. Additionally, the statements showcase another aspect that is within defining the problem (or opportunity) which is the same aspect of probing and monitoring the effects of the organisation's decisions on its external public (Broom & Sha, 2013, p. 263). The statement also indicates Bicara Udara analyses its competitors as it is mentioned that other NGOs have other methods within their campaign execution, perpetuating once more the process of analysing the organisation in the sector of externals from Smith's (2017, p. 83) phase one step two. It is also noted that based on the statements mentioned, Bicara Udara's Biru Voices faces an ease of entry problem with their public but they are not willing to compromise in removing that barrier to entry, because based on their statement it seems that is a part of their strategy.

That being said, the Biru Voices campaign demonstrates an element of what a campaign must do as described by Bobbitt and Sullivan(2014, pp. 4-6) who claims that the campaign's goal intrinsically is to encourage change and active participation. Additionally, according to Wolstenholme (2013, pp. 164- 183), campaigns must invite public participation and take action in the cause either symbolically or through active means, which in this case Bicara Udara demonstrates. In relation to the finding of the first public relations strategy through the lens of the four step-process or four steps of PR of Bicara Udara and the Biru Voices campaign, it shows that; Based on all the statements above Bicara Udara as an organisation indeed performs research stemming from the situational analysis from a perspective that is broad and

ideologically driving in the sense that their cause dictates the direction of further research and consequently in the possible formulation of their public relations strategies. Whilst incorporating elements of the four step-process which are shown from their research process and further correlates with the theories of campaigning. Utilising their cause as the central guide of investigation demonstrates their understanding of acknowledging the more specific problem that arises in their Biru Voices campaign.

Planning and Programming

Following the researching phase of strategic communication, the second step is called planning and programming, which entails the usage of the collected understanding of the situation analysis conducted in the first step, and in formulating the communication plan that seizes in solving and answering the problems found. Considerably, within a more specific description, planning and programming involves the act of formulating the appropriate response to the problem or response (Broom & Sha, 2013, p. 288). Furthermore, it is setting goals that appropriately relate to the organisation's problem, targeting the specified public, developing strategies (Broom & Sha, p. 291). In correlation with Bicara Udara as an NGO, this step is about observing their formulation as a response to the problems or opportunities.

Bicara Udara's Biru Voices as mentioned previously is a campaign that is consequently affected by the aforementioned problems. The

researcher within this section displays the statements that concurrently exhibits elements that to an extent best showcases the elements of the planning and programming step. Selly Melinda as Bicara Udara's communication and social media manager was asked in rapport to what Bicara Udara have done in response to the situation analysis that Bicara Udara conducted. As Broom and Sha stated, the organisation goals must be in context of the organisation's mission and vision, thus observing firstly from a more initial approach which benefits in determining the specific steps required within planning and programming sections.

> "We are trying to raise awareness about clean air [and] the dangers of air pollution by using our Instagram [and] Youtube platforms [including] Twitter, and we try to make [the issue of] air pollution relate with our [daily] life, we try to ride the wave of the [current] issue and approach it to air pollution… [When there is] a trending topic, we create contents similar [to it] and connect it with the trending [topic] but the concern [will be] about air pollution… and then we try to inform [the public] and raise awareness by connecting [with] the KOL…"
> (S. Melinda, Bicara Udara Communications and Social Media Manager, 20 July 2023)

> "The target audience for Biru Voices is students, but the target audience for Bicara Udara is different. For Bicara Udara [the] target is young parents, and the youth, and the fresh graduates… and [workers]. But for Biru Voices [we only] target the youth [such as] university students, and the platform we try to approach [them with] is social media, Instagram, Youtube, and [also] collaborating with KOL."
> (S. Melinda, Bicara Udara Communications and Social Media Manager, 20 July 2023)

> "We try to connect with [our] KOL [and other] NGOs… we [also] contact the media to publish news on their media [channels] as one of the forms of information distribution in regards to the issue of air pollution…"
> (S. Melinda, Bicara Udara Communications and Social Media Manager, 20 July 2023)

> “...we would [collaborate] with young KOLs so that people pay more attention…”
> (S. Melinda, Bicara Udara Communications and Social Media Manager, 20 July 2023)

> “We try to use Instagram because [it] is [an] easier and user-friendly platform for young people.”
> (S. Melinda, Bicara Udara Communications and Social Media Manager, 20 July 2023)

> “What we want to shape is [the way] we engage with our followers… we try to make it engaging and fun…”
> (S. Melinda, Bicara Udara Communications and Social Media Manager, 20 July 2023)

These statements above according to the researcher are the closest display of Bicara Udara's strategic goal formulation as it relates to the statements made within defining the problem (or opportunity). This demonstrates Bicara Udara's advocacy in planning strategic goals that are to their problem as it mentioned the raise of awareness with the understanding that the general public does not see air pollution as an immediate issue, furthermore from a broader sense it relates to the organisation's mission and vision. Additionally the statement mentions Bicara Udara’s overarching strategic method of planning to handle the problem that stems from situational analysis conducted, specifically referring to the creating content related to air pollution that is similar to whichever online topic is currently trending. Furthermore, a mention of utilising KOLs that resonates with Bicara Udara’s target audience, this use of KOLs indicates the strategic continuity within their planning, since it also stated that Bicara Udara adheres to trendy topics, which can be seen by the use of KOLs who would provide the needed

virality and generation of public interest irregardless of the main topic at hand. Additionally, it is mentioned that Bicara Udara tries to be engaging and fun in their communication towards the target public. In relation to Biru Voices specifically, Selly Melinda as the communication and social manager stated and defined who and why the young people are chosen as the target publics:

> "We believe that young people are the future… We have a mission to spread the awareness [of air pollution] for every aspect, we think that students [have the] power and the spirit of change…"
> (S. Melinda, Bicara Udara Communications and Social Media Manager, 20 July 2023)

> "So [that] we are seen as an NGO that truly cares and invites young people to take action together, because with the existence of Biru Voices, it makes Bicara Udara engage with more people… Whereas if [Biru Voices] is aimed towards workers, they may not have the time to be able to work together as such."
> (S. Melinda, Bicara Udara Communications and Social Media Manager, 20 July 2023)

As seen from the statement above it is observable that based on their understanding of the first step, Bicara Udara has selectively understood their key stakeholders and defined it as the target public for its Biru Voices campaign. Furthermore, as mentioned in the findings from the previous step, it is suggested that Biru Voices requires commitment and taking action, and from the statement above Bicara Udara have conducted psychographic segmentation of their public and concluded that university students appropriately fit with Biru Voices goals and objectives. From a theoretical perspective, this element of defining the target public is the logical proceeding action that should be done based on analysing the public within

step one. From the statement above by Selly Melinda, a showcase of that element can be observed as Selly Melinda incorporated the target public of the Biru Voices campaign within her statement of Biru Voices' goals. Through the data collection results, there are additional statements that support the planning of the targeted public. As stated by Najama Amalia, Azzahra Nureyna Cintani, and Jason Dharma, all of which are external informants, who have joined Biru Voices, it shows that:

> "I think it was a very great opportunity and I think it is a very new experience for me especially in the subject of environment because I actually have never joined an organisation that truly advocates clean air."
> (N. Amelia, External Informant, 26 July 2023)

> "I chose Biru Voices compared to other [campaigns or NGOs] because I think this issue needs the masses, it needs people to be active in order to be heard, it can [also] relate to other [environmental] issues which are important."
> (A.N. Cintani, External Informant, 26 July 2023)

> "If we look at things nowadays, there are lots of people, especially young people who are already aware of this issue… so I agree that young people now are willing to take action and speak up about this issue."
> (A.N. Cintani, External Informant, 26 July 2023)

> "The [Biru Voices] bootcamp provides students [with] facilities [for us] to develop our ideas and execute our ideas, so I think the bootcamp is a really good place to conduct our ideas."
> (J. Dharma, External Informant, 25 July 2023)

The statements above made by the external informants demonstrate the planning goal is implemented and successfully reached its target public, as the statements above refer to Biru Voices goals as campaign being a

pivotal reason for the target publics commitment towards Biru Voices, furthermore, this phenomenon showcased from the statements above is in line with Ardhini Hapsari Senior PR Specialist of Maker Lab's statement in the previous step, that an audience would not join if the goals are not in alignment with the audience's idealism, showing that the target audience of Biru Voices are more predisposed in taking action because of their psychographic trait of being eco-minded. The existence of the Biru Voices campaign gives a platform for the target audience to initiate the target audience's idea of taking action.

In terms of Bicara Udara's strategy in utilising a social media campaign within their communication plan, statements below showcases the external informants statements that can reflect Bicara Udara's effectiveness in understanding the correct channels for achieving the strategic goals.

> "[I found out about Bicara Udara] from Instagram [for] the first time. They were posting about the event and they also have all the postings about air quality too and I learned about air quality from their Instagram [too]."
> (J. Dharma, External Informant, 25 July 2023)

> "When it comes to Bicara Udara, their platform is Instagram, because I actually only go to Instagram [and] no other platforms such as Twitter, TikTok, Facebook… so I know about [Bicara Udara] from Instagram."
> (A.N. Cintani, External Informant, 26 July 2023)

> "Their interactions with the audience is attractive and in my opinion is engaging enough with the audience [in order] to go deeper about the issue [of air pollution]."
> (A.N. Cintani, External Informant, 26 July 2023)

> "...they also do a lot of social media campaigns, they have Instagram posts, Instagram reels telling information about [the] impact of air

> pollution [and] about [the] problem of air pollution and news [about] air pollution."
> (J. Dharma, External Informant, 25 July 2023)

The statement above indicates the more intricate aspects of planning and programming. As the previous statements made by Bicara Udara the approach in strategic planning displays the use of social media channels. It is seen from the statement above that Bicara Udara's usage of social media as form strategic planning to achieve goals and objectives to an extent is effective, an indication of a correctly done process in the planning and programming process. Furthermore, Bicara Udara's specific of Instagram as the main platform in which they share information about air pollution and the platform where they hold their social media campaign has proven to be successful as the target audience, in accordance with their statements above, shows that they indeed utilise Instagram to gain insights on such information along with discovering Bicara Udara and that Bicara Udara's communicative strategic approach is felt by the target publics. The statements made by Ardhini Hapsari, Senior PR Specialist support this:

> "The most important thing [for a brand] is the strategy that we take in order for us to reach the objective in the most [effective] way, so it is more about the goal, more about the tactics [used]."
> (A. Hapsari, Expert Informant, 28 July 2023)

> "Having a guideline… knowing from the start what our concept is, what our goal is, what is the main key message about the brand…"
> (A. Hapsari, Expert Informant, 28 July 2023)

> "KOL is different in raising awareness [because] it is not from the side of the public eye but more to help us in publishing the company story.

> KOLs are the same as [the] media… [the] media and KOL are needed by every organisation… because every organisation has lots of stories… new campaigns which must be introduced to their audience." (A. Hapsari, Expert Informant, 28 July 2023)

> "[If] the audience are GenZ, Baby Boomers, [or] Millennials, because their age is older, [they] tend to still use Facebook. Twitter is more for important information, on Instagram and TikTok their audience is more diverse, but overall nowadays [using] social media is highly important." (A. Hapsari, Expert Informant, 28 July 2023)

As demonstrated through the statement above, strategy and tactic must be utilised to the fullest, highlighting the importance of proper planning. The statement above further resonates that strategic planning must be goal driven specifically in the effort of solving problems from step 1. Furthermore the idea of key message being the guiding principle of the strategy and tactic is supported by Ardhini Hapsari, Senior PR Specialist in which Bicara Udara have done, reflected in the ideal essence of Biru Voice communicates to its target audience. In terms of specifically it is noted that KOLs do persist to be an effective form of communication strategy to be utilised. Bicara Udara's strategic choice of social media campaign is congruent with Ardhini Hapsari statement, an additional important element to note is that the channels must cater to the target audience, and in Bicara Udara's case they have demonstrated to have successfully implemented.

Based on the multiple statements given by Bicara Udara, it is demonstrated that the implementation of step 2 called planning and programming to a substantial extent have been successfully implemented. Bicara Udara's utilisation of the results found in defining the problem (or

opportunities) and creating a strategic approach in response to said problem is defined with their statements. The creation of Biru Voices campaign exemplifies said implementation of elements within planning and programming steps, this can be seen from specifically in defining their goals that is raising awareness which based on the given results is the intrinsically the essence of what their key message is. The radiance of Bicara Udara's advocacy or the strategic communication goals reaches its target audience as mentioned by the external informants. Bicara Udara's statements have showcased that they have identified its target audience through a segmentation process to be fit with the Biru Voice campaign, resulting in a higher degree of success in acquiring committed people. Furthermore, the use of social media such as Instagram demonstrates to be a successful choice. Bicara Udara's campaign strategy insights can be seen by their communicative strategic approach of being engaging, fun, utilisation of KOLs and adhering to the current trending topics, showcases that Bicara Udara orients itself with whom they want to reach well. Overall Bicara Udara depicts a level of successful implementation which will allow Bicara Udara to theoretically have success in the next step.

Taking Action and Communicating

The proceeding step with this four step-process is taking action and communicating, also described as execution, revolving the practices of implementation of the formulated plan within the previous step. It differs from

the previous step of planning and programming as taking action and communicating refers to the implementation of communication tactics (Broom & Sha, 2013 p. 263). In the context of Bicara Udara and Biru Voice this section focuses on observing how the formulated strategic plans were implemented in a more detailed manner or also known as the tactical communication approach. The research in this section presents the resulting data that best corresponds to what tactical approach entails.

According to the statements in the previous step which is related to strategic planning, it is seen that there is an emphasis in communicating through social media campaigns to reach the target audience, with a certain communication style. The proceeding statements below showcase the detailed or tactical approach on how to execute their strategic communication style which was planned to have an effect on their target audiences. Below are statements made by Selly Melinda, communication and social media manager of Bicara Udara, which are:

> "We use a variety of methods that are both serious [and] entertaining. For entertainment [purposes] we use memes, then afterwards using things that are currently trending and tagging in the issues that exist… visit [other NGOs] events, open a booth to promote our activities and [talk] about air pollution."
> (Selly Melinda, Bicara Udara Communications and Social Media Manager, 20 July 2023)

> "Bicara Udara displays [contents] that are fun, serious, but also knowledgeable by providing important information related to research about anything in relation to air quality and climate change."
> (Selly Melinda, Bicara Udara Communications and Social Media Manager, 20 July 2023)

> “[We reach the target audience] by social media [campaigns] and by offline [campaigns], coming [to] other events, some people and NGO invite us to share [information] in universities to inform and raise awareness about the importance [of] clean air.”
> (Selly Melinda, Bicara Udara Communications and Social Media Manager, 20 July 2023)

The statement above indicates various aspects of Bicara Udara’s tactical approach being inline with Bicara Udara’s strategic communication approach, as because the statement indicates the specific different tonality and detailed communication formulation. The mention of serious and entertainment refers to the aspect of specified tonality and a reflection of Bicara Udara’s strategy of being fun, but what predicates this statement being a part of tactic is due to the use of memes as a form to be fun. Additionally as stated in the previous step, adapting with the trend is one of Bicara Udara’s communication strategic approaches. In the statement above it is demonstrated the specific tactic that is used in relation of being within the trendy, it is the utilisation of tagging onto the trendy topic while implementing comedic value through as mentioned memes. The execution of the actual effort of raising awareness of air pollution which is connotated to Bicara Udara’s goal, should in practice include informative information between or adapted within the meme communication tactic methods, which is demonstrated in the statements above. Additionally, the specificity of implementing research on the type of content about air pollution within Bicara Udara’s communicative tactic indicates what exactly is the form or level of information that is being communicated to the target public. In relation to

Selly Melinda's statement in the previous step of Bicara Udara's collaboration with other NGO, is further explain within this step, which is opening booths in other NGOs event and utilise such collaboration to promote Bicara Udara's own activities, once more another specified description of their method of achieving set goals by Bicara Udara. The statements above essentially demonstrate the implementation of Bicara Udara's plans in terms of the manner in which they communicate, and based on the statement it is indicated that Bicara Udara uses an approach that makes them welcoming to the general public. Bicara Udara's execution of strategic plan is to an extent supported by statements made by external informant, statement are the following:

> "[Their content is] fun and serious."
> (N. Amalia, Personal Communication, 9 August 2023)

> "[Their content is] quite detailed because perhaps for the general public to learn about things that are too detailed is a bit difficult, so in my opinion [their content] is constructed in a way that would be acceptable for the general public."
> (A.N. Cintani, External Informant, 26 July 2023)

> "[Their content is] interesting and very attractive towards their audience surely, because on [their Instagram] in my opinion they don't only speak up about what the issues are, but also towards a personal approach [that] relates to everyday life, then [Bicara Udara] also slips in various educational information about air pollution… if I look at their Instagram, they do have a lot of activities in Bicara Udara… from their [Instagram] story it seems that everyday they repost [people's Instagram] story and continuously update on news about air pollution."
> (A.N. Cintani, External Informant, 26 July 2023)

> "I found out [about] Bicara Udara from my friend."
> (J. Dharma, External Informant, 25 July 2023)

> “[I knew about Bicara Udara] from my lecturer.”
> (N. Amalia, Personal Communication, 9 August 2023)
>
> “The first time I knew about Bicara Udara [was] because my friends told me to join Biru Voices…”
> (A.N. Cintani, External Informant, 26 July 2023)

The statement above given by an external informant constitutes Bicara Udara's executed tactic effectiveness and transmission of the intended purpose correlated with strategic and tactic planning goals. It is shown that Bicara Udara’s execution tactic of transmitting content being comedic and information is done correctly, since the external informant describes Bicara Udara content as being fun and serious. Another form of language that is used to validate the effectiveness of Bicara Udara’s tactic is through the statement detailed, interesting and very attractive. Furthermore the usage of creating content that is trendy and entertaining can be seen in conjunction with their plan of relating air pollution to daily life, which according to the statement given above the target public, the choice of execution reached the target public.

Similar to previous steps, a more concentrated focus into Biru Voices campaign itself is observed as this result provides a nuanced contextual result into the research paper, in the sense of observing execution within a practical sense. Statements below are in rapport to Biru Voices the tactics executed based on strategic planning. Statements were given by Selly Melinda, communications and social media manager of Bicara Udara:

> “The [first] step is we open registration to the [university] students, we make a requirement [where] if someone is qualified for the requirement, they will be selected [through] interview… and they should join the process step by step like [the Biru Voices] bootcamp for one week and in the bootcamp we will give them education [on] how to [do] campaigning, [what] to understand [about] air pollution, and about advocacy and public speaking and so on. After the bootcamp they should make a project in their campus to make a social impact, what they’ve learned from the bootcamp must be conveyed to their friends in campus in order for them to give a positive impact, then perhaps in some activities they [are asked to] be involved.”
> (S. Melinda, Bicara Udara Communications and Social Media Manager, 20 July 2023)

> “We try to approach universities personally so [the students] can register.”
> (Selly Melinda, Bicara Udara Communications and Social Media Manager, 20 July 2023)

> “[For] Biru Voices, the approach [is] like we are friends, you can talk to us, [share] your anxieties [about] air quality and we can speak [up] and stand for clean air together.”
> (Selly Melinda, Bicara Udara Communications and Social Media Manager, 20 July 2023)

> “We approach [the university students] by [being] personal and improve their soft skills [through] education and information in the [Biru Voices] bootcamp.”
> (Selly Melinda, Bicara Udara Communications and Social Media Manager, 20 July 2023)

The statement above as mentioned indicates the tactical approach of the strategy planned specifically for Biru Voices. As demonstrated by the statements above, a focus on firstly seemingly having a communication style that is friendly when Biru Voices personally visit the targeted campuses. This form of communication tactics and execution adheres to the Biru Voices planned target public, as it is stated that Biru Voices target public are young university students. Which brings logical sense of the execution of visiting

university, and providing immediate access to registering for Biru Voices, furthermore this relates to Biru Voices goals and objective of garnering committed public targets. While the communicative method is described as one that is personal catering to Biru Voices intended target public. Specifically, as stated above being personal is in the form of friendly and personal to the extent that the public can share about their feelings of anxiety, but it all relates back to air pollution keeping consistency within their goals and objectives.

> “At the time it was probably because [I] got to meet Maudy Ayunda so closely and so inclusively… aside from Maudy Ayunda there were other influencers and other stakeholders which I thought was quite impactful.”
> (N. Amalia, External Informant, 26 July 2023)

> “I share my experiences about being [in Biru Voices]... campaigning on Instagram, then I also upload [content] regarding the problems of air pollution… for the long term [goal] we would of course raise this issue on our private Instagram [accounts] and then introducing our friends [to the issue of air pollution] and making a campaign amongst other things.”
> (A.N. Cintani, External Informant, 26 July 2023)

> “I found out [that] Bicara Udara has been working together with my campus.”
> (A.N. Cintani, External Informant, 26 July 2023)

> “Biru Voices has its own campaigns, the eleven [ambassadors] each have different campaigns, they are not allowed to work together with Bicara Udara but they are allowed to take members [from Bicara Udara] to conduct their campaign outside of Biru Voices.”
> (N. Amalia, External Informant, 26 July 2023)

> “[Biru Voices] technically use [a] soft approach to increase public exposure and public awareness [of air pollution].”
> (N. Amalia, External Informant, 26 July 2023)

From the findings collected of the external informants, Biru Voices seem to employ the tactic of choosing trending influencers or celebrities which garners the attention to their campaign as per their strategic planning mentioned in the previous step stating that Bicara Udara collaborates with KOLs in order to achieve this goal of flowing with the virality of the current trend. The findings show that by such collaboration, Biru Voices piques the interest from their target audience, and from that choice creates an impactful impression of Biru Voices and Bicara Udara. After gaining attention for their events, it is seen that Biru Voices then conducts what could be called a filtering method to select those who show the level of commitment that Bicara Udara is looking for in order for the chosen participants to then become clean air ambassadors, implementing individual campaigns and actively reaching out to more people in the goal of raising more awareness in regards to air pollution. The findings also show that Biru Voices approach their target audience through an approach which can be compared to what is explained by Bobbitt and Sullivan (2014, p. 2) as the plain folks approach which implies that an idea should be embraced by the audience as the person conveying the message or idea is someone that is similar to them, this supports the statement made by Selly Melinda who claims that Biru Voices approach the university students in a friend-like manner, and centre their focus on how air pollution makes them feel and providing a space where they can do their part in minimising the damage caused by air pollution along with raising awareness of the issue in the form of the Biru Voices campaign. The

researcher has gained insight on how such tactics employed by Biru Voices and Bicara Udara alike could demonstrate the effectiveness of implementing plans with the concentration of the messaging aspect being in an emotional and informative manner.

Below are statements given by Ardhini Hapsari, senior PR specialist from Maker Lab, stated that:

> “If they want to display a more fun aura, it is actually important because people now can’t be fed with important things in a serious and rigid manner, people will not be able to receive it [well].”
> (A. Hapsari, Expert Informant, 28 July 2023)
>
> “People are no longer interested it seems, everyone takes it seriously and it is tiring, perhaps being more relatable is also [the better approach].”
> (A. Hapsari, Expert Informant, 28 July 2023)
>
> “[Organisations] must be much closer to the audience… they must connect with the audience.”
> (A. Hapsari, Expert Informant, 28 July 2023)
>
> “Word-of-mouth seems to be more segmented… the way I see word-of-mouth is it is no longer relevant, especially word-of-mouth in its offline [form], the conventional [form]... it is a bit less [successful] if you aim for a big audience.”
> (A. Hapsari, Expert Informant, 28 July 2023)

According to the statements from the expert, it can be seen that Bicara Udara’s tactical approach in their social media content and/or campaign have proven to be aligned with the current psychographic and behavioural tendencies of the general public when presented with pressing topics such as air pollution, avoiding uninterest from their audience. One contradicting understanding from the expert informant Ardhini Hapsari when asked about

the effectiveness of word-of-mouth shows that although it may not reach a wider net of audience, when implemented in Biru Voices, the use of word-of-mouth to spread awareness of both the campaign and the topic of air pollution helps Biru Voices in appearing personal and friendly, as those they employ to convey these messages are the university students they have chosen to become clean air ambassadors of their campaign, and by having them approach their friends to talk about the issue instead of Bicara Udara or Biru Voices themselves, they successfully displayed the impression of being personal. This tactic of being intimately connected with the audience is supported by the expert informant's claims who stated above that as an organisation, closeness and a tight-knitted connection between the organisation and the audience is necessary.

Based on all the displayed statements within this step, it is observable that Bicara Udara in terms of continuity in adhering to the 4 steps of PR process, understands to an extent implemented the step of taking action and communicating. As it is described by Broom and Sha (2013, p. 263) taking action and communicating it revolves in the implementation or execution of created plans, in which Bicara Udara has demonstrated through their choices or methods of implementation said plans to achieve predetermined goals, it is observable through Bicara Udara's social media campaign as a whole and the more specified Biru Voices campaign. Within Bicara Udara's social media campaign it is understood that an emphasis of adopting language or content creation that appeals to emotional and intellect of the target audience, as

describe the use of incorporating fun entertaining content with the use of memes and combined with researched type focus of information, culminates in the achievability of reaching the target audience and furthermore be able to transfer said information understandably.

As understood by the statement given by Selly Melinda, Bicara Udara posses a variety of an audience with the goal of increasing awareness of air pollution, the implementation of memes and seriousness within Bicara Udara's execution reflects on the idea of emotion as an important aspect in campaign communication as described by Austin and Pinkleton (2015, pp. 311-312) as describe emotion enhances message creating relevance within said message which can be a reflection of Bicara Udara's strategy of being one with the trend, furthermore positive emotion such as fun appeals to an audience who are not well aware of the issue at hand it assist in introducing to unfamiliar campaign topics, to the undecided or confused audience. Bicara Udara's Biru Voices adopts a more specified method of execution that is intrinsically curated for the purpose of achieving defined strategic goals. The target audience for Biru Voices being students who are committed in their cause is the focus of the Biru Voice campaign thus a university visit and open registration refers to the netting of the target audience, but a filtration process is in place to specifically target students that are willing to fully commit. This form of execution tactic may have a greater number of participants, but as the pinnacle goal is to produce ambassadors of clean air which requires a great deal of commitment displaying an idea of quality over quantity.

Furthermore this line of thinking corresponded with strategic goals for Biru Voices displaying a correct execution of plan for the Biru Voices campaign specifically.

Evaluating the Program

The step of evaluating the program is chronologically placed as the last step with the 4 step-process or the 4 steps of PR. This step refers to assessing multiple elements that result in the decision future making, as exemplified by Broom and Sha (2013, p. 263). Furthermore, a focus on the term evaluation is dependent to an extent on the metric measurement that is presented numerically or rhetoric (Broom & Sha, p. 340). Based on the data collection result a fair amount of statements can be extrapolated and accounted to be a form of evaluating the program. Statement below made by Selly Melinda provides are in rapport to Biru Voices evaluation process, the following statement is:

> "The measure [for our success] is how many participants register in the [Biru Voices] program…"
> (S. Melinda, Bicara Udara Communications and Social Media Manager, 20 July 2023)

> "The measure of success [for Biru Voices is] if the participant knows well about the education and information, and the ambassador can share it with their community or their friend… For Bicara Udara, if someone and the community or our society knows more about air pollution, about air quality… If society speaks more about air quality that means our campaign to raise awareness is successful."
> (S. Melinda, Bicara Udara Communications and Social Media Manager, 20 July 2023)

Based on the data collection result, the statement above demonstrates the forms of evaluation process conducted by Bicara Udara for the Biru Voices campaign. As stated in the previous step it is understood that students registering to Biru Voices is the intended output, and in the statements above the amount of participant registry is used as measurement of success but it does not further describe the numeric value of measurement. To an extent the statement does express a degree of understanding of the process in evaluation and is aligned with the goal and objectives of the campaign which can predicate an overcast of continuing or dissolving Biru Voices. The statement of the participant being well informed can be an indication of a form of evaluation in the transmission of messages.

Below are statements given by Najma Amalia a member from the last year Biru Voices campaign, the following statement is:

> "The minus [point] is that in one day we could have 5 courses, so there would be no other activities, we kept learning in this room and we were really tired… because [last year] there were no facilitators, we were only given materials, there were no engaging activities done to improve and strengthen the relationship between committee and participants."
> (N. Amalia, External Informant, 26 July 2023)

> "For the bootcamp, [Bicara Udara] they did give us a feedback form"
> (N. Amalia, External Informant, 26 July 2023)

As shown from the statement above the mentioned feedback is provided to the participants of the Biru Voices campaign, there is a lack of continuity as Bicara Udara did not mention a feedback form being used. This

could indicate the perception of what constituted a measurement indicator. The feedback form may have provided a level of numerical or elements that can be measured to understand the success of the campaign, but as it is not stated by Bicara Udara understanding of this result is limited.

A greater insight can be extrapolated from observing Ardhini Hapsari a senior PR specialist from Maker Lab's statement as it to an extent relates to Bicara Udara's statement, the expert informant statement is:

> "Engagement from [the] media [and] KOL that we have reached… how many engagement from social media… from the coverage, comments, likes… the amount of people talking about [the campaign]"
> (A. Hapsari, Expert Informant, 28 July 2023)

This statement above by the expert informant indicates the need of observing numerical coverages that exist about the campaign, in terms to the statement of Bicara Udara it is not clear that the connection between air pollution awareness increasing equates to Biru Voices campaign being successful. It is difficult to use that method to quantify the connection between increase of air pollution awareness in the media to Biru Voices specifically.

All the statements above are the closest that is in semblance to the step of evaluating the program that the research was able to find from the data results. Based on Bicara Udara's statement a emphasis in recruitment number to Biru Voices being a focus of measure in Biru Voices campaign success, which to an extent is apart of evaluation but the statement is not

supported by other claims, thus making it difficult to truly see beyond the scope a certain numerical result for participation equating to conducive evaluation for campaign such as Biru Voices. It is seen that members of Biru Voices have received a feedback form, this statement can provide a conducive form of evaluation but it is not stated or mention of it from Bicara Udara's part. Overall it is difficult to understand the depth or implementation of the evaluation step based on the statement above.

4.3. Discussion

The problem statement of What strategies are implemented by Bicara Udara to communicate its Biru Voice campaign is approached by the researcher with the scope as mentioned the 4 steps of PR while incorporating campaigning theory in conjunction, as to provide a deeper degree of contextual understanding in the result analysis process. The researcher utilised in-depth interview as a form of data collection method, interviewing key informants from Bicara Udara, external informants experienced with Biru Voices and expert informants to extract the communication strategies used, the effectiveness and expert opinion.

The 4 step-process of public relations or the 4 steps of PR, at its fundamental meaning, is the guiding process of problem solving or managing an organisation in planned endeavour, which extentends to the creation of campaigns that benefits the organisation. The process comprises 4 fundamental guiding processes that are equally important as a dynamic and

linear approach to this process can be implemented, since the endeavour of dealing with external factors may surface the need of adjustments. In terms of campaign planning, the 4 steps of PR proves to be a conductive method of creating and forecasting possible success. The first step consists of defining the problem (or opportunity) in other terms the process of research, within this step there are several factors of interest that constitutes an effective form of research in the case of a public relations strategy.

The process of an organisation's ability or activity in establishing situational analysis, through conducting monitoring of information, behaviour, attitudes of internal and external public reflecting of the problem established. The first step in the context of public relations strategy and campaign communication equally holds the same importance as with the understanding of what is going on and what people think about it, there is no clear foundation on which a campaign can base their endeavours on, lacking a pointed direction to go towards. Once the situational analysis as whole is comprehensively understood, meaning including the understanding of the problem itself and the public, the process of planning and programming is the next step. Planning and programming refers to absorbing the findings based on the previous step and formulating strategy, which involves creating a plan that incorporates defined strategic goals, key target public, and strategizing communication plan. This step takes into account the research phase as it is crucial to strategies based on background information. Proceeding from the

planning phase and establishing strategy, taking action and communicating is the next step, it involves in implementing the planning phase.

The act of understanding and executing the detailed tactic that stemmed from prior strategic goals, in a public relations communication aspect this may present itself as creation of brochures, news conferences, and overall planning execution choices made with the purpose of achieving predetermined goals and objectives. Evaluation is the last step, it is the action of in essence implementing measurable results that can gauge the campaign's success. The 4 steps of PR is sometimes presented as a dynamic model thus why the process of evaluation does not only happen in the end of a campaign but it is the measures or expected numbers within each step of the process, and based on gathered results, the organisation is able to adapt, change, continue or learn based on the data that is received.

Bicara Udara as an organisation has displayed an overall understanding of the steps within the 4 step-process of public relations. With the use of the 4 step-process or the 4 steps of PR and the research focus the researcher is able to analyse Bicara Udara's public relations strategy with Biru Voices as a specified campaign to be studied. The researcher notes that based on the collected data, there is a distinction between Bicara Udara and its Biru Voices campaign. Edwards (2018, p. 130) states that organisations born out of social movements or activist viewpoints utilise public relations in its strategic action in order to bring forward dismissed issues and voices to the media and the public's interest. Bicara Udara notes that its main

challenges is fundamentally the lack awareness of air pollution as a whole and air pollution not being as popular as other issues which is explained that it is due to the peoples perception that air pollution has minimal relatability to their lives. Such problems resonate in the impediment of activities, as the first step of the 4 step-process is the understanding of situational analysis as it is showing that monitoring thought online media is the method implemented in Bicara Udara's research.

Kim (2020, p. 29) suggests that organisations must genuinely listen to their key publics in order to understand their values, beliefs, and opinions. This relates to the public relations goal of creating long-term relationships and building trust. Kim states that listening is not about engaging or interacting with the public, rather about truly listening to what the public are like. Through this understanding, Bicara Udara's monitoring of their audience seem to be geared at bridging the gap between the public's lack of awareness to their goal in bringing awareness to how the topic of air pollution should be included in their values, beliefs and opinions, as according to Bicara Udara, the issue of air pollution proves to affect respiratory and overall bodily health gravely. The researcher would argue that based on the results analysis, Bicara Udara demonstrates a certain level of listening to the general public through the mention of online monitoring but it is noted that this does not fully translate into listening to the current opinions nor to any specified groups. In a sense a semblance of the Bicara Udara method is in line with Kim (2020). Their approach circulates their goal and aim in broadening the

range of public awareness of the issue of air pollution and highlighting the need to enforce change. This relates to the goal of a campaign described by Bobbitt and Sullivan (2014, pp. 4-6) as influencing a change in behaviour or opinion in regards to a certain issue or topic that the campaign is advocating.

The researcher notes that there is perhaps a delineation between Bicara Udara and Biru Voices but it is all in the same, Bicara Udara as an NGO solely focuses on air pollution thus meaning that ideologically driven goals are adopted within different campaign, despites its possible differences in strategy and tactic the cause does not change, ultimately seemingly making a campaign and program ecosystem with Bicara Udara in the centre. As demonstrated by Biru Voices focus on targeting young students, this idea stems from Bicara Udara's general research phase which resulted in understanding that students are also affected by the situational analysis. The research would also argue that because air pollution is an environmental issue, it gives Bicara Udara the liberty to be able to have the intent of formulating a solution to many different people in many different methods.

According to the result analysis, Biru Voices targets young students in the effort of bringing action to the awareness of the issue, although the researcher would argue that their choice in targeting university students who are of the younger age group falls in successful unison with their usage of Instagram as their social media platform for both campaigning and social media monitoring. Kim (2020, p. 17) states that tactics and strategies of activities within a campaign must not be made without proper research and

thematics of the overall campaign, this relates to how Kim (2020) states that in order for organisations to navigate social media tactics effectively, they must create their tactics after the careful and thorough planning of their campaign strategies and objectives. The choice that Bicara Udara have made for Biru Voices' target public did not come at a whim, rather from their passion for the cause of raising awareness driving them to conduct the researching of their publics and coming to the conclusion that commitment and action is the necessary requirement in Biru Voices, coming in the form of university students who not only have the interest of environmentalism, but also the psychographic segmentation of being committed people.

Introduction of Biru Voices target publics are, as explained, university students, the ability to identify a specific target public from dissecting the general public falls within the planning and programming step. Focusing on Bicara Udara's strategic decision in communication, it is understood that as Instagram harbours Bicara Udara and Biru Voices' target audience, Bicara Udara creates content that is similar to the current trendy topic which creates an understanding that Bicara Udara and Biru Voices have the strategy to being trendy with the purpose of appealing towards its target public, with that line of thinking this series of strategic planning is in line with the idea that possessing a strategic direction through research can create an effective strategic plan in communicating action to solve the problem (Austin & Pinkleton, 2015, p. 62). Taking an approach that is engaging and fun ensures not only interest and awareness of air pollution, but also contributes to the act

of people engaging in a public discussion, possibly making air pollution a trendy topic. The researcher argues that Bicara Udara's Biru Voices campaign have correctly and successfully displayed the utilisation of planning and programming steps, because every strategic choices that Bicara Udara has made for Biru Voices correspond with one another creating a complete planning strategy to achieve strategic goal.

Bicara Udara provided an understanding of a detailed manner in executing said strategic plan. In the discussion of tactical choice of executing communicating strategy as mentioned, Bicara Udara's messaging intention is to be fun and engaging, Bicara Udara chooses to use memes as the form of tactical communication that encompasses both fun and engaging. Memes contain the natural ability to be infectious in the sense that it promotes a high degree of shareability (Christakis & Fowler, 2013). Bicara Udara also mentions being trendy is their strategic approach, therefore, the researcher would argue that utilising memes as a communicative tactic is equivalent to being trendy, further appealing to their target audience. The researcher argues that the use of memes is intrinsically positive emotions within Bicara Udara's messaging, which according to Austin & Pinkleton (2015, p. 312) positive messaging is more effective towards the public who are newly introduced to the campaign topic.

The tactical use of memes allows Bicara Udara to be fun, engaging and since this is in the context of Instagram, the content allows new audiences to easily be familiar with Bicara Udara and its endeavours. The

researcher argues that by implementing research type of information within their fun communicative style, it appeals to those who are already aware and also showcasing a level of credibility as an NGO. Bicara Udara's Biru Voice strategic goal is to have committed participants, and it is described that Biru Voices directly approach campuses as part of their tactic, this is an optimal form of tactical choice because approaching universities guarantees the exposure of the campaign towards university students.

The final step within the 4 steps of PR is evaluation, which the research finds to be the most element to talk about specifically in relation to the findings on Bicara Udara's Biru Voices. Despites Biru Voices seemingly effective and proper planning and execution, it is notable that one crucial element of planning and programming was lacking, which is objectives. Objective and strategy seems to be used interchangeably for Bicara Udara but in truth objectives must pertain to a role that transcends to other steps. Objective must be created with the principle of it being a SMART objective, not only it allows clearer understanding of the strategy but also, according to Kim (2020, pp. 67-68) states that an objective in its essence is something that would be the measurement in KPIs to gauge whether or not the goal of the campaign is met. If a campaign's objective is not SMART or outcome-based, there is no effectively possible way to measure the success of a campaign. As it is presented Biru Voices perception of evaluation is based on the number of volunteers registering, as described could be a numerical KPI evaluation but the researcher argues that without clear distinction what is the

initial objective or the intended measurement of what is constituted as success doesn't provide enough evaluation feedback to determined a clear indicator whether Biru Voices should continue or not. As described by Bobbitt and Sullivan(2014, p. 21) evaluation result that is displayed in a format within a communication plan that can be used as prove the worth of the activity allows the organisation to be convinced of its worth, without proper display of evaluation Bicara Udara's Biru Voice effort in the long term may be subjected to doubts in worth when the campaign doesn't go well. Bicara Udara mentioned that one observable variable that is used to gage evaluation is whether more people know about air pollution, which in as sense can be translated to the increase in awareness of air pollution, but again the researcher argues that without tangible numerical value it is not clear what actual contribution did the campaign have. The researcher notes that there is a semblance of evaluation method called before and after comparison, which in its essence is the measurement of changes that occurred between research analysis and after the campaign was conducted (Bobbitt & Sullivan, pp. 180-181). Despite its light semblance the researcher is unable to fully credit Bicara Udara's to one of before and after comparison, because of the fact that these methods require the steps of measurement, labelling and processes that is not fully expanded by Bicara Udara.

4.4 Summary of Analysis

Table 5.
Detailed Findings in Matrix

Element	Evidence	Research Result
Defining the Problem (or opportunity)	Determining current situation in relation to Bicara Udara brand awareness. What are the current strategies used for Brand Awareness? Understanding any forms of success or failure that may exist from Bicara Udara's brand awareness strategy.	Bicara Udara conducts research based on comprehensive situational analysis,with the use of online motoring. Their broad perspective and strong ideological commitment guide research directions and shape public relations strategies.
Planning and Programming	Exploring proceeding plans from the understanding of the state of Bicara Udara's brand awareness strategy. What strategies have been further improved or changed?	Bicara Udara through segmentation is able to identify its target audience for Biru Voices, which are university students. Utilising social media and dynamic intended language, using KOLs and trending topics, reflects their audience-focused approach. Overall, Bicara Udara demonstrates skillful implementation.
Taking Action and Communicating	Analysing implementation of said strategies. Observing used channels, to whom and	Biru Voice campaign targets committed university students, using a university visit and filtration process to ensure quality over

	how it is communicated.	quantity. The use of comedic and serious content. This aligns with their goal of creating dedicated clean air ambassadors, executing the strategic plan successfully.
Evaluation	Acquiring responsive data, analysing and identifying factors. Providing an understanding of the measure for success.	Uses metrics that are not fully impactful relying on registry from the participants in their campaign or bootcamps.

From Author, 2023

Based on the results it is understood that Bicara Udara defining the opportunity is the root of all of its activities including Biru Voices. Bicara Udara conducts situational analysis based on different aspects of monitoring public opinion of air pollution from different online sources. As an NGO Bicara Udara is able to have an intrinsically more streamline direction of research for its situational analysis, meaning that since Bicara Udara solely focuses on air pollution, Bicara Udara is able to conduct monitoring and prodding of knowledge, opinions and attitudes of the public that is directly in relation to air pollution providing a strong ideological commitment guide research directions and shape public relations strategies. Bicara Udara is able to utilise the information gathered from situational analysis and formulate a strategic plan and goals. Establish the target public for the Biru Voices campaign which are university students and establish strategy in

Bicara Udara's approach that is centred in achieving strategic goals, which is to increase the overall awareness of air pollution. Due to the defined goals and target public, proceeding communication strategic planning is centred catering to achieve goals and the target public, by making content on Instagram that is engaging and fitting for the target audience of university students. Biru Voices goals and objective is ultimately to create clean air ambassadors which need to possess a high level of commitment thus why Biru Voices approaches university as part of their tactics, and a filtration system to ensure participants are committed. Furthermore, Biru Voices uses an approach of being friendly as it appeals to university students. The communication that is implemented by Bicara Udara to depict engaging and fun as described in the strategic communicative approach is the use of memes and research information combined. Evaluation is described to be using the number of participants as a measurement of success.

CHAPTER V

CONCLUSIONS AND RECOMMENDATIONS

5.1. Conclusion

The researcher analysed Bicara Udara's Public Relations strategy of Biru Voices with the focus of utilising the 4 steps of PR, to be able to analyse what Bicara Udara does within each step of the theory which contributes to Biru Voices strategy. The researcher hopes that this research paper will contribute to further the use of public relations strategies for non-governmental organisations, and specifically aiding non-governmental organisations such as Bicara Udara to create an effective strategy. The proper use of 4 steps of PR can contribute in creating an effective campaign for non-governmental organisations activities such as the Biru Voice campaign, as it allows organisations to have an overall created guide which takes into account multiple elements for guaranteeing success.

Based on the result analysis, Bicara Udara utilises to an extent the 4 steps of PR on for Biru Voices public relations strategy, but there are some noted missing elements within second and last step, but despite that Biru Voices is proven to still manage to accomplish its own goals, showcasing that Bicara Udara's ability in implementing the steps properly to a certain extent. Within their public relations strategy for Biru Voices there is a high focus in communicating with the purpose of being relatable and informative, to the majority while implementing specific tactical adjustments of approach when it

come to specified public audience, but importantly filtering in university student who are going to commit, as it adheres to the Biru Voices goal. Adjustments such as, the personal approach to individuals giving a sense of closeness and approaching universities directly involving themselves with the target audience, while providing a direct entry registry into the campaign. The missing element that is found is the articulation of a SMART objective and proper evaluation measurements. The lack of articulation of SMART objective consequently effect evaluation as demonstrated, that is because without expected numerical objective there won't be a specific element that can be measured and evaluated, providing a chance of adjustments during the campaign and perhaps improvement both in the positive and negative sense.

5.2. Recommendations

Theoretical Recommendation

1. Future researchers must formulate interview questions that possess balance between theoretical framework and the NGOs activity as it will provide a better in-depth rich question as opposed to this research, drawing a more conclusive set of data.

2. Recommendation for future researchers, perhaps is to utilise the approach of a more dynamic nuance of the 4 steps of PR, as opposed to a linear approach.

Practical Recommendation

1. It is advised to Bicara Udara and other non-governmental organisations to properly articulate objectives that are SMART, as it will allow a better understanding of measurements of success in various activities.

2. Recommendation for Bicara Udara or other non-governmental organisation, a record booking keeping of all results and finding when implementing campaign or other activities as it can be beneficial for future communication plan.

3. It is advisable for non-governmental organisations to showcase some aspects of the different evaluations reports to the public, to indicate the idea of non-governmental organisation listening to its public and fostering a closer relationship.

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