

ABSTRACT

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Title : Campaign Strategy of the Ministry of Forestry of the Republic of Indonesia Through Instagram in Conducting Forest Conservation Campaigns

(ii + 118 pages; 3 figures; 5 tables; 4 appendices)

Forest destruction in Indonesia, which is increasingly widespread due to illegal activities such as illegal logging, forest fires and land conversion, is a serious issue that threatens the balance of the environment and human life. This research aims to describe how the campaign strategy carried out by the Ministry of Forestry of the Republic of Indonesia through the Instagram account @kemenhut in conducting a forest conservation campaign in the January-June 2025 period. This research uses a qualitative approach with a case study method, and refers to Rice and Atkins' Communication Campaign theory (2013) and Anne Gregory's campaign model (2010), with data collection techniques in the form of interviews, observation, and documentation. The results showed that the campaign strategy carried out by the Ministry of Forestry of the Republic of Indonesia through Instagram in the forest conservation campaign in the January-June 2025 period was so massive in the distribution of its content on Instagram @kemenhut with the use of feeds, reels and Instagram stories in disseminating its messages. In conclusion, this research shows that Instagram is used as a campaign strategy from the Ministry of Forestry of the Republic of Indonesia as a forum for conveying information about forest conservation campaigns to the wider community.

Keywords: Communication Campaign Strategy, Ministry of Forestry of the Republic of Indonesia, Forest Conservation Campaign

References: 106 (1948-2025)

ABSTRAK

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Program Studi : Ilmu Komunikasi
Judul : Strategi Kampanye Kementerian Kehutanan Republik Indonesia Melalui Instagram dalam Melakukan Kampanye Pelestarian Hutan

(ii + 118 halaman: 3 gambar; 5 tabel; 4 lampiran)

Kerusakan hutan di Indonesia yang semakin meluas akibat aktivitas ilegal seperti penebangan liar, kebakaran hutan dan alih fungsi lahan, menjadi isu serius yang mengancam keseimbangan lingkungan dan kehidupan manusia. Penelitian ini bertujuan untuk menggambarkan bagaimana strategi kampanye yang dilakukan oleh Kementerian Kehutanan Republik Indonesia melalui akun Instagram @kemenhut dalam melakukan kampanye pelestarian hutan pada periode Januari-Juni 2025. Penelitian ini menggunakan pendekatan kualitatif dengan metode studi kasus, serta mengacu pada teori Kampanye Komunikasi Rice dan Atkins (2013) dan model kampanye Anne Gregory (2010), dengan teknik pengumpulan data berupa wawancara, observasi, dan dokumentasi. Hasil penelitian menunjukkan bahwa strategi kampanye yang dilakukan oleh Kementerian Kehutanan Republik Indonesia melalui Instagram dalam kampanye pelestarian hutan pada periode Januari-juni 2025 begitu masif dalam persebaran kontennya di Instagram @kemenhut dengan penggunaan feed, reels maupun Instagram stories dalam penyebaran pesannya. Kesimpulannya, Penelitian ini menunjukkan bahwa Instagram digunakan sebagai strategi kampanye dari Kementerian Kehutanan Republik Indonesia sebagai wadah penyampaian informasi mengenai kampanye pelestarian hutan kepada masyarakat luas.

Kata kunci: Strategi Kampanye Komunikasi, Kementerian Kehutanan Republik Indonesia, Kampanye Pelestarian Hutan

Referensi: 106 (1948-2025)