

# REVEALING GREEN CAMPAIGN CONCEPT ON PUBLIC RELATIONS PERSPECTIVE: A SYSTEMATIC LITERATURE REVIEW

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## Abstract

Green campaign activities are a concept currently utilized by communication practitioners in both profit and non-profit organizations to emphasize the importance of sustainable environmental practices amid climate and environmental crises. This green campaign aligns with the Sustainable Development Goals (SDGs), specifically Pillar 6, which focuses on environmental development. Additionally, this concept is closely related to public relations (PR) activities, including research, planning, execution, and evaluation. Therefore, this study aims to examine the concept of green campaigns from a public relations perspective to understand how it functions within this field. This research employs a qualitative descriptive method through a systematic literature review (SLR), analyzing data from 100 articles obtained from Google Scholar. The findings indicate that research on the green campaign concept in public relations gained popularity between 2016 and 2018. The green campaign is strongly linked to public relations as a persuasive campaign concept that promotes environmentally sustainable innovations. Furthermore, from a public relations perspective, the green campaign emphasizes outcomes that create environmental value and raise public awareness of environmental issues. Expected applications of the green campaign include *green trust* (public trust in environmental issues) and *green consumer behavior* (shifting societal behavior toward more sustainable and eco-friendly living). The green campaign concept is also associated with green marketing campaigns and marketing communication, as they all influence consumer behavior. The presence of the green campaign concept in modern communication activities is marked by increasing public awareness of environmental issues. Therefore, in the context of public relations, the green campaign serves as part of a communication strategy that intersects with environmental issues.

**Keywords:** *Green Campaign; Public Relations; Environment; Sustainable; Communication*

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## INTRODUCTION

The issue of the climate crisis and global environmental degradation has become a central concern for society, government, profit and non-profit organizations, and environmental activists. Climate change occurs globally due to the increase in the earth's temperature, causing adverse impacts on the environment and living organisms. This issue can be termed a crisis if climate change results in droughts, threats to food security, and natural disasters.

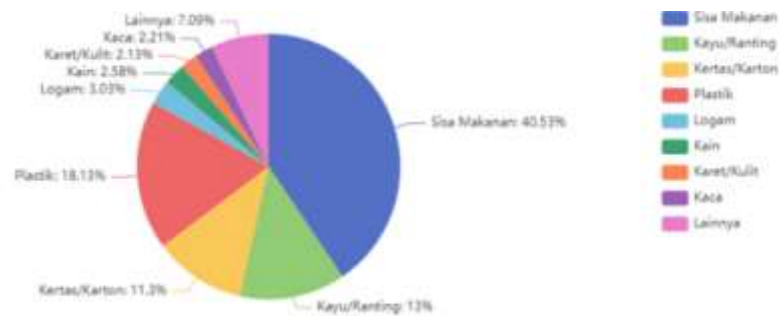
This climate and environmental crisis has been noticeable since 2022, according to the

Indonesian and Global Climate Change Study (2023) there is an increase in land and ocean temperatures in 2022 which has become the sixth warmest year on record with a temperature increase of 0.86 degrees Celsius and this has already happened in 2016. The consequences of this increase in temperature are in the long term an increase in sea level, shrinking ice, and extreme weather (lindungihutan.com, 2023).

Based on a report from Protect the Forest (2023) in April 2023 there was a global warming phenomenon that caused temperatures to rise in several Asian countries. The hottest temperature occurred in India at 45.4 degrees

Celsius, Myanmar at 45.3 degrees Celsius, Laos at 42.7 degrees Celsius, and Indonesia (Banten) at 37.2 degrees Celsius. The issue of climate and environmental crises in Indonesia and globally is due to the ecological degradation experienced such as forestry, marine, air pollution, and plastic waste as in environmental issues that are of public concern, including substantial waste production and minimal waste processing. Based

on Kompas.com data, every year as much as 39 percent of waste disposed of has not been managed and piles up polluting the environment. The presence of plastic waste is also a big problem in Indonesia, this was revealed as much as 66 million tons per year of plastic waste in Indonesia pollutes the environment (Kompas. id, 2023).



Source: [lindungihutan.com](http://lindungihutan.com), 2023

**Figure 1.** Composition of waste based on waste type in 2022

Other causes of the climate crisis include greenhouse gas emissions, increased transportation use, forest fires, and a 23.34% increase in waste production in 2022, with the market contributing an additional 14.46% from commerce and other sources.

Based on the waste composition data on waste types in 2022, the category of food waste that contributes the most to environmental damage is 40.5%. The abundance of food waste also has a determinant effect on individuals and global health. In addition, the impact on the environment, the issue of the food waste phenomenon can certainly damage the ecosystem, this occurs in the food distribution factor which requires a lot of time, energy, and resources (Lindungi Hutan, 2023). In comparison, waste generated at the beginning of the supply chain also impacts the environment (Campbell & L. Feldpausch, 2022). Several cities in Southeast Asia are facing environmental issues related to food waste management. Like Jakarta, Manila, and Bangkok, the rapid growth

of fast food chains is linked to increased food waste (Susilo, Leon, Putranto, & Hartati, 2021).

In addition, the issue of air pollution phenomena is one of the issues in the discussion of the climate and environmental crisis in Indonesia throughout 2023. IQAir monitoring states that throughout 2018-2022, Indonesia's air quality is very unhealthy. For example, in 2022, the level of PM 2.5 pollutants was six times higher than the WHO Limit. This phenomenon is becoming an increasingly heated issue for the Indonesian people, so, a global survey shows high anxiety experienced by young people about climate change. In Indonesia, 89% of people are deeply concerned about the future of upcoming generations due to the impact of the climate and environmental crisis. In its explanation, almost 45% of the young generation, especially Generation Z with an age range of 16-25 years, are worried that the impact of this climate crisis can affect their daily lives (BBC, 2021).

Currently, based on the Global Environment Outlook (GEO/4) it is believed that by integrating environmental protection into

the mindset and encouraging community participation in green care programs, environmental conservation efforts will become more possible (UNEP, 2007). Along with the increasing concern for the environment, both for Generation Z and other communities, the trend is to campaign to prevent environmental damage and other impacts of the climate crisis, through the Green Campaign. Green campaign activities can contribute according to the mission of the pillars of sustainable development goals (SDGs), including (13) handling climate change, (14) ocean ecosystems, (15) land ecosystems, and (9) Industry, Innovation, and Infrastructure (SDG BAPPENAS, 2023).

A Green Campaign is a concept carried out through environmental improvement efforts with several parties who can handle climate and ecological crisis problems (Cahyadi, 2016). The green campaign is the same as the go green campaign carried out in the 5.0 era in the form of campaign activities. Implemented to prevent forest degradation and conserve forests, the program includes educational initiatives, planting activities, and measures to address or mitigate environmental issues (LPPM ITK, 2023). In conducting a Green Campaign, it contains several elements that need to be educated to the public such as issues related to energy conservation, renewable energy, waste reduction and recycling, and deforestation or reforestation through tree planting (Cahyadi, 2016). In addition, this green campaign can influence people's attitudes toward eco-friendly behavior and promote sustainable business practices within the green economy. It can also address public policy concerning environmental issues and sustainable living. The function of the Green Campaign is to introduce the concept of caring about the climate and natural crisis to people who do not yet know so that it is hoped that they will eventually be able to participate and contribute to environmental preservation (Cahyadi, 2016).

As a form of effort for sustainable life and reducing environmental damage, based on the

2023 Lindungi Hutan Year-End Report, many people are active and participate in green campaign activities, both in crowdfunding models and actively involved in nature campaigns. According to the data, in one year there were 2,873 people involved in the green campaign initiated by Lindungi Hutan, with the amount of donation funds collected amounting to 5.857 billion. From this contribution, 358 nature campaigns have been carried out with 47 activists (Protect the Forest, 2023).

This green campaign activity to connect stakeholders towards sustainable life changes and reduce environmental damage is very close to the concept of public relations. Based on the public relations perspective, a campaign is a form of collaboration and community involvement that can foster a sense of collective responsibility and emphasize positive changes in the movement (Johnson, 2021, in Ong'ong'a, 2024) In addition, the concept of campaign in the perspective of Public Relations is inseparable from the function of PR management, including Research, Planning, Program Implementation and Evaluation. Public Relations activities are also related to managing communication between organizations and their public from research to program implementation to build and maintain understanding between organizations (Ruslan, 2013).

The campaign concept in public relations is a communication strategy for conveying information directly or indirectly (Hogg, 2018), and how to carry out forms of persuasion towards changing public attitudes. Campaign communication activities will likely continue over time, if they meet several criteria, including (a) the message conveyed or the issue raised can be widely known and is newsworthy; (b) the message or issue can be linked to various lifestyle issues (consumer protection, endangered species, environmental quality, human suffering, corrupt politics); (c) the importance of strengthening own media such as weblogs, as well as embedding campaign site links in network communications can create an

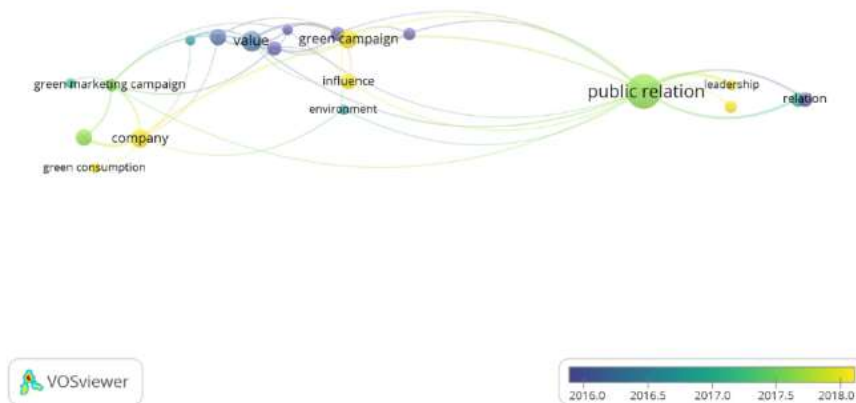
epistemic community that makes the campaign a credible source of knowledge in conveying problem issues, while also making the target an example of problems and solutions. (Donk, Loader, Nixon, & Rucht, 2004). With this, there will be a possibility that the activities in the green campaign concept are related to public relations strategy and management. Therefore, in this case, the researcher conducted this form of research aimed at dissecting the green campaign concept from a public relations perspective to find out how the green campaign concept is based on the function of public relations.

The green campaign concept in the literature review written by several previous studies has many meanings, such as green marketing, green advertising, and so on. So the researcher aims to dissect whether the green campaign concept has the same conceptual meaning as public relations.

## METHOD

This research method uses a qualitative descriptive approach through the systematic

literature review method or Systematic Literature Review (SLR). This Systemic Literature Review (SLR) method is used to identify, evaluate, and interpret research results that are relevant to a particular research question, topic area, or phenomenon of concern (Kitchenham, 2009). A qualitative approach with a systemic literature review is used to summarize the results of descriptive qualitative research. In this case, the researcher is based on research steps based on (Francis, 2006), as follows: (1) Identification and discovery of keywords, This study aims to examine and dissect activities in the green campaign concept based on a public relations approach. Therefore, the researcher sets several requirements before conducting a literature search, namely: (a) Requirement 1 - the emergence of the concept of Green Campaign public relations, (b) Requirement 2 - the emergence of ideas related to green campaigns and public relations. At this stage, the researcher determines the keywords for conducting the literature, namely green campaign and public relations.



Source: Researcher Analysis Results

**Figure 2.** Relationship between keywords (Network Visualization) Green Campaign Concept via VOSviewer

Then, the next step is (2) Literature Search; Literature search is carried out with the help of the Publish or Perish (PoP) application by entering the Google Scholar search engine

API key. The literature search resulted in the discovery of 100 journals with restrictions made by researchers from 2016 - 2023. In step (3), namely Screening and Determination of Criteria;

researchers carry out the screening process and determine the criteria with the help of the Mendeley and Publish or Parish applications to find out the abstracts and contents of the journals of the 100 articles and to visualize the literature using VOSviewer to find out the relationship between the keywords found. Then the last step is (4) the Analysis and synthesis process; from the literature that has met the criteria, synthesis is carried out according to the research topic to form a classification of green campaign public relations.

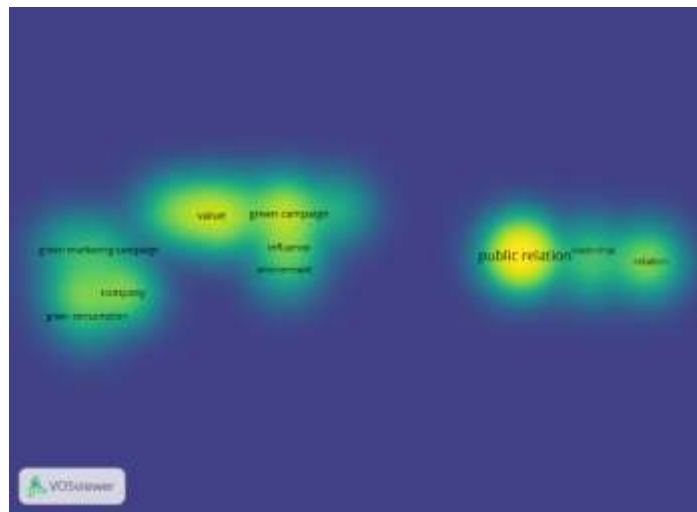
## **FINDING AND DISCUSSION**

Based on the data synthesis process and performing visualization using VOSviewer, from the data of 100 articles that have been managed, it produces several research relationships related to green campaign public relations using interrelated keywords. Based on the Screening that has been done with the help of VOSviewer, it states that the relationship between the concept of green campaign and the public relations approach is still very much related to each other. Then, from the data, it can be seen that the concept of a green campaign is very close in the perspective of public relations, namely the concept of a persuasion campaign towards environmentally friendly sustainability innovation. Then, based on the perspective of public relations, green campaign prioritizes outcomes in the form of values about being environmentally friendly, and how to influence the public to be concerned about environmental issues. Some forms of implementation are expected from green campaigns, such as a green trust or a form of public trust in environmental issues, green consumer behavior, or a form of behavioral change from society to prioritize a

sustainable and environmentally friendly life. The concept of the green campaign cannot be separated from the concept of the green marketing campaign and the concept of marketing communication, this is because it is related to the influence of people's consumption styles. The following is a description seen through VOSviewer about the relationship of research:

From the data depicted in Figure 2. It also describes that the popularity of research or studies discussing the concept of the Green campaign from the perspective of public relations has occurred from 2016 to 2018. Figure 2 shows that the color in the year that is getting darker proves that there are fewer studies discussing green campaign public relations and the brighter shows that the more popular research discussing green campaign public relations. Therefore, based on these data, it shows that in 2016, research discussing the concept of green campaign in the perspective of relevant public relations is still small compared to 2018 which shows that research related to green campaign in the perspective of public relations tends to be more popular.

The relationship between public relations and the green campaign produces 20 items and 5 clusters that are interconnected, in cluster 1 the interrelated keywords are customer, green campaign, green trust, greenwashing, and marketing communication. In cluster 2, the keywords that are related to each other are a company, green brand, green consumer behavior, green consumption, and green marketing campaign. Then in cluster 3, keywords that are related to each other are leadership, organization, public relations, relations, and social media. In cluster 4 the interrelated keywords are green brand image, awareness, and value and in cluster 5 the interrelated keywords are environment and influence.



source: Researcher Analysis Results

**Figure 3.** Research Density on the Green Campaign Concept via VOSviewer

Figure 3 shows the density of research on the green campaign concept from a public relations perspective visualized using VOSviewer. This density shows how popular or often the keyword is used in research. The brighter and more yellow, it means that the keyword is more often used in research or is more popular in its use, in this case, those included in this category include public relations, green campaign, and value. While the darker color and looks green means that the keyword is still rarely used in research, especially in the green campaign concept. These keywords include green marketing campaign, environment, green consumption, company, influence, and relation leadership. With the existence of keywords that are rarely used in green campaign research from a public relations perspective, it can be an opportunity for continued research to discuss the green campaign concept in more depth with several of these keywords.

In this study, the researcher conducted a screening of 100 articles obtained and then adjusted several research articles that were on the concept of green campaign public relations so that they were collected into 34 selected literature. From these 34 selected articles, the

results of the synthesis were obtained regarding the concept of green campaigns from the perspective of public relations which were classified into 3 parts, namely:

### **Green Campaign Concept in Increasing Public Green Trust in Environmental Issues**

The presence of the green campaign concept in current communication activities is marked by the increasing awareness of people regarding environmental issues. On the other hand, the thing that supports the movement with the increasingly rapid development of technology makes it easier for people to get information. (Ardeno, 2018). Some issues related to the green campaign include climate change, global warming, the abundance of plastic waste, and how companies can wisely be responsible for using products from nature so that the products are environmentally friendly. (Khoiriyah & Toro, 2018). Therefore, the use of green campaigns in companies or organizational institutions is a must to increase green trust in the public that the company commits to being responsible for environmental issues.

Some elements in carrying out a green campaign include: (1) Authenticity, the

campaign activities carried out must be based on a real commitment by both the company and other institutions towards sustainability and not just marketing efforts, (2) Transparency, namely the information conveyed in campaign activities must be clear, transparent and verifiable, (3) Stakeholder involvement, namely in carrying out campaign activities must involve stakeholders, such as consumers, employees and communities, to increase the effectiveness of the campaign, (4) Innovation, namely in carrying out green campaign activities must use new approaches or technologies that can have a greater positive impact on the environment (Society, 2023).

The green campaign concept is used to explain environmental issues to the public while providing knowledge about awareness of environmentally friendly behavior towards the environment and will later create an intention to purchase environmentally friendly products. The goal of the green campaign concept in the long term is how to change a person's behavior to be able to utilize natural resources and the environment sustainably (Josephine & Are, 2021). The use of the green campaign concept in increasing green trust in the public through strategic messages built by communicators, especially for-profit organizations and non-profit organizations. Messages that need to be inserted include those related to awareness of environmental issues and problems, as well as wise steps and solutions to resolve them. Thus, environmental awareness can have a significant influence on consumers or the public, it presents a positive attitude toward environmentally friendly products (Josephine & Are, 2021).

In addition, the use of effective media in conducting green campaigns also needs to be done strategically. For example, the use of the concept of agenda-setting theory is used to manage issues so that the public concentrates and focuses on environmental issues and problems. In its purpose, the agenda-setting theory (McCombs & Shaw, 1972) has the goal that the media plays a very important role in influencing public perception and directing their

thinking toward an agenda. Therefore, the green campaign strategy through the concept of agenda-setting theory is an effective step. At the first level - agenda setting, when the media emphasizes the issue of news related to global warming in environmental issues faced by the community, then at the second level / second agenda setting the media highlights the issue of excessive use of fossil fuels that cause global warming, so that this has become a public agenda to become a joint concentration issue. The use of this agenda setting is inseparable from the use of online media to establish environmental concerns for news and even advertisements that claim to be environmentally friendly products. The message packaging strategy through the concept of agenda setting, can also influence green trust for the public (Trivedi, Patel, & Acharya, 2018).

### **Green Campaign in PR Activities to Increase Campaign Value, Awareness, and Brand Image on Environmental Issues**

The concept of a green campaign from a public relations perspective is closely related when voicing environmental issues with a communication/public relations perspective. Implementing the green campaign concept in public relations activities can be done to identify environmental values that are relevant to the target audience. The form of key messages packaged in this public relations campaign can include issues such as sustainability, waste reduction, and efficient use of resources. Campaigns carried out in this green campaign concept must be designed to convey a clear and consistent message regarding the organization's commitment to environmentally friendly practices. In addition, from the public relations perspective, this green campaign activity is carried out through various communication channels, including social media, press releases, and community events (Ozoran, 2021).

In addition, in carrying out green campaign activities from a public relations

perspective, it is important to map stakeholders to be able to map appropriate messages to each stakeholder characteristic. After being mapped, public relations develops a strategy so that stakeholders are involved in the campaign. This is necessary because stakeholder involvement is very important. For example, when an organization can invite and involve local communities, customers, and employees in green initiatives, such as recycling or tree planting programs, to create a sense of ownership and participation. Not only involving internal and external stakeholders in implementing a green campaign, but transparency in reporting the results and impacts of the evaluation of this green campaign is a crucial thing that needs to be done. Carrying out a form of transparency can help build trust and credibility in the eyes of the public. On the other hand, evaluating campaign programs and making continuous communication adjustments to campaign strategies are needed to ensure effectiveness and relevance in a changing context (Ozoran, 2021).

The concept of the green campaign can also increase environmental values in society as an effective educational tool, providing information about environmental issues and their impact on everyday life. The purpose of the green campaign is to increase awareness in society so that people can understand the importance of protecting the environment and contribute to efforts to preserve their environment. (Nada Arina Romli, 2022). Then, by the concept of a public relations campaign, the implementation of a Green campaign can also encourage active participation of the community in environmentally friendly activities, such as recycling programs, tree planting, or environmental cleaning. This direct involvement not only increases the sense of ownership of the environment but also builds a community that is more concerned and responsive to environmental issues. Some examples of green campaign activities that can be carried out to increase environmental

awareness and values, include involving active participation from the community, which can create a sense of ownership and collective responsibility for the environment such as workshops, seminars, and clean-up actions can strengthen social ties and encourage collaboration in environmental conservation efforts. Then, green campaign activities can promote sustainable practices, such as reducing the use of single-use plastics and better waste management (Rosilawati, 2023).

This campaign always conveys the message of the importance of protecting the environment and reducing the impact of the climate crisis can create new social norms that support environmentally friendly behavior. When people see others participating in green activities, they tend to follow suit, thus creating a broader culture of sustainability. So in its implementation, the Green campaign can also utilize social media and digital platforms to spread positive messages about sustainability, reach a wider audience, and facilitate discussions on environmental issues. In this way, environmental values can be internalized in people's daily lives, making them an integral part of their culture and behavior (Rosilawati, 2023).

Green campaign activities are not only aimed at the general public or only carried out by social organizations or non-profit organizations. However, it should also be the company's responsibility to carry out a green campaign amidst the climate and environmental crisis issues to their customers. Therefore, the concept of a green campaign is effective in increasing consumer awareness of environmentally friendly products. The concept of a green campaign carried out by the company's public relations tries to package a message to form a positive perception of a particular company's product brand that is more environmentally friendly. When consumers see that a company is committed to environmental issues through clear and consistent campaigns, they tend to associate the brand with the values of sustainability and



social responsibility (Doni Purnama Alamsyah, 2020).

The concept of a green campaign, in addition to inviting and providing awareness to consumers and providing a message of the company's commitment to being aware of environmental issues, also functions as an educational platform that helps consumers understand the importance of environmentally friendly products. By providing relevant and interesting information, companies can build consumer trust and loyalty to their brands and gain the potential to improve the brand image of the company's products. Although green campaigns can improve brand image, the impact is not always optimal. Sometimes, consumers pay more attention to the attributes of the product itself than to the green brand image, so companies need to ensure that the products offered meet consumer expectations (Doni Purnama Alamsyah, 2020).

### **Green Marketing Campaign Activities on the Green Consumer Behavior Concept in Its Implementation by Companies**

In its implementation, green campaign activities are in line with green marketing campaign activities. There are more specific differences in objectives between green campaigns and green marketing campaigns. In this green marketing campaign activity, companies or profit organizations can influence green consumer behavior through effective communication strategies. Several factors and characteristics that need to be created in customers, for example, are related to the introduction of environmentally friendly products so that they can increase consumer awareness and knowledge about the benefits of these products so that in the future the company can influence consumer attitudes towards environmentally friendly products (Paco, 2019).

In the implementation of green marketing campaigns, the delivery of messages on green customer values embedded through

marketing campaigns can increase consumer trust in the credibility of the information conveyed, so that they are more likely to buy green products or products that are more environmentally friendly. Campaigns that emphasize pro-social attitudes and environmental values can encourage consumers to adopt more responsible and sustainable purchasing behavior. Thus, the right communication strategy is very important to influence consumer behavior in adopting more environmentally friendly consumption (Paco, 2019).

Through the concept of a green marketing campaign carried out by the company to provide education and behavioral changes to consumers to buy more environmentally friendly products, on the other hand, the company can also improve its image and even product branding amidst environmental issues by adopting real and measurable sustainability practices (Simao, 2017).

Through green marketing campaign activities, it can also provide messages in the form of communication strategies related to the company's commitment to be responsible for environmental issues transparently to consumers. One example, for example, companies develop environmentally friendly products and implement sustainable production processes, companies can not only reduce operational costs but also improve their brand image in the eyes of the public. In addition, carrying out this campaign is also necessary for companies to educate consumers about the benefits of sustainability and how their choices can have a positive impact on the environment, thereby creating stronger brand loyalty.

The concept of a green campaign in this green marketing campaign, for example, which can be carried out by companies in collaboration with several environmental organizations and other stakeholders, can also strengthen the company's credibility in sustainability efforts, providing a message to consumers and stakeholders involved that the company does not

only focus on product profits but also on social responsibility. Therefore, the concept of a green marketing campaign is closely related to green consumer behavior, namely consumer behavior that considers the impact on society at large. This means that companies no longer provide long-term impacts based on profits from product revenue. However, how consumers can behave pro-environmentally is oriented toward the future (Culiberg & Elgaaied-Gambier, 2016).

With effective communication strategies and credible sustainability claims, companies can build positive relationships with consumers who are increasingly concerned about environmental issues (Simao, 2017). Finally, in developing a communication strategy in the context of green consumer behavior or the realization of behavioral changes in consumers who prefer environmentally friendly products, it is important to analyze the problem identification stage before packaging a message.

The problem identification stage is divided into 3 keys, namely consumer understanding through developing an understanding of socio-cultural interactions regarding environmental issues, understanding information collection patterns, and understanding consumer decision-making systems on environmentally friendly products. In addition, in the development of this social campaign, it is also seen from the aspects of the emotional cycle, perception, social, and culture for the audience, so that this becomes a benchmark for the target audience and provides the expected impact of the message conveyed (Hasna, 2023).

The concept of a green campaign from a public relations perspective can be explained based on three (3) parts resulting from a synthesis of several pieces of literature, including the following:

**Table 1:** Correlation of the Green Campaign concept with the implementation of Public Relations

<b>Dimensions of Public Relations Implementation</b>	<b>Green Campaign Activity Concept</b>
Identification of problems	<ul style="list-style-type: none"> <li>- Identification of target audiences and consumers related to environmental issues includes socio-cultural factors, emotional mapping, and public perception.</li> <li>- Identification of environmental issues and climate crisis</li> </ul>
Program Planning	<ul style="list-style-type: none"> <li>- Stakeholder mapping</li> <li>- Mapping of key messages related to the implementation of environmental values, environmental responsibility issues, and commitment to using sustainable and environmentally friendly products for each stakeholder.</li> <li>- Mapping of the media used (planning using the concept of agenda setting to influence the public by making environmental issues an important issue)</li> <li>- Determining communication objectives, in increasing awareness, green trust, and green consumer behavior</li> </ul>
Program Implementation	<ul style="list-style-type: none"> <li>- Implementation is carried out using mass media and online media, for example advertising, and digital activism.</li> <li>- Face-to-face implementation, such as plastic waste recycling programs, tree planting, environmental cleaning, or activities promoting the use of other environmentally friendly products.</li> </ul>

Evaluation	<ul style="list-style-type: none"> <li>- Transparency and reporting of green campaign activity results</li> <li>- Adjusting communication strategies in green campaigns on an ongoing basis</li> </ul>
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Source: processed results of researchers

From the description of Table 1, it becomes a form of formula concept that is easy to apply for green campaign communication practitioners that has been synthesized from journal literature sources. Through this description, it dissects how the green campaign concept is from a public relations perspective. Although several keywords are rarely the topic of discussion in green campaigns they can be opportunities for further research, such as greenwashing, and leadership.

## CONCLUSION

The concept of a green campaign is very closely related to the perspective of public relations, namely conducting campaign activities with environmental issues and climate crisis requires specific planning and communication strategies. The forms of its relationship include problem identification, program planning, program implementation to the importance of conducting campaign evaluations. Some keywords that are closely related to the concept of green campaign include green consumer behavior, green trust, green brand image, and green marketing communication. In addition, the use of media and how to package messages in the green campaign concept also needs to be done with strategic steps. For example, the use of media can be utilized in using online media or social media. Then planning messages by throwing issues through the concept of agenda-setting theory is also a key strategy to influence the public. The purpose of the green campaign is to raise awareness and change behavior to be more responsible for the environment and be able to use more environmentally friendly products.

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