

CLIMATE VILLAGE PROGRAM ADVOCACY AND COMMUNICATION STRATEGY IN SAMARINDA BY PLN AS A CONTRIBUTION TO SDG'S ENVIRONMENTAL SECTOR

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ABSTRACT

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The existence of tropical forests in East Kalimantan, covering an area of 40.8 million hectares, has been claimed internationally as one of the lungs of the world. This situation causes the Indonesian government to try its best to strengthen the awareness of all parties to maintain ecosystems and nature preservation in East Kalimantan. One state company that is very concerned about this issue is PLN (State Power Plant), especially PLN Mahakam Power Plant Control Implementation Unit in Samarinda. PLN strives to continuously assist in several residential areas in the city of Samarinda to provide community-strengthening awareness of environmental protection and nature conservation. This study wants to know how PLN carried out the advocacy strategy for the Village Climate program with partners of the Environmental Office in Samarinda to contribute to achieving SDGs in the environmental sector. Assistance and advocacy to the community are essential to strengthening awareness and sustainable environmental protection behavior. It is inseparable from appropriate communication strategies and implementing intercultural communication locally. This research will use a constructive paradigm with a methodological approach using in-depth interviews with the implementing partners of assistance and advocacy, namely from the environmental office and from PLN, who assist in 12 points of residential areas and educational facilities in the city Samarinda. The results showed that the success of this activity could not be separated from the right communication strategy and the full involvement of various parties to succeed in the Climate Village program in the city of Samarinda.

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1. Introduction

Indonesia, as an archipelagic country with a large amount of natural resources and a large population, is located in one of the world's most vulnerable regions to climate change. The country, especially Indonesia is experiencing significant threats and impacts from climate change it self, including rising average temperatures, erratic rainfall patterns, increased intensity of natural disasters, and rising sea levels. Data from the Meteorology, Climatology and Geophysics Agency (BMKG) shows an increase in average temperatures in Indonesia over

the past few decades, which can have a negative impact on the agricultural sector, public health and environmental sustainability. In addressing climate change, the Indonesian government has demonstrated effective responsiveness by incorporating it into the 2020-2024 National Medium Term Development Plan (RPJMN) Policy. This policy encompasses priorities such as: (1) Enhancing resilience to disasters and climate change; and (2) Advancing low carbon development. The effort to augment Disaster and Climate Resilience involves reinforcing the integration of disaster risk reduction and climate change adaptation. This is achieved through the implementation of disaster management strategies and the enhancement of climate resilience. (Leontinus, 2022).

In addition, Indonesia is also a country with a significant level of greenhouse gas (GHG) emissions. These adverse impacts are as stated in the general explanation of Law Number 17 of 2004, namely from a decrease in food production, disruption to water availability, to the extinction of biodiversity (Iqbal & Ruhaeni, 2022). As a country with a continuously developing economy, the growth of the industrial and transportation sectors has increased energy consumption and GHG emissions, and the energy sector is still dominated by fossil fuel-based power plants, which produce high carbon dioxide emissions.

Samarinda, the capital city of East Kalimantan Province, is one of the regions in Indonesia which is also facing serious challenges related to climate change. This area experiences significant impacts such as increasing average temperature, changes in rainfall patterns, and the threat of flooding due to high rainfall intensity. In addition, Samarinda is also dealing with the problem of decreasing air quality due to industrial and transportation activities. In facing this challenge, there is a need to develop strategies and programs that focus on climate change mitigation and adaptation at the local level. Adaptation as a main concept in ecological studies states that there is a process of mutually beneficial and reciprocal relationships between living organisms and the physical environment that gives a picture of a life, so that it can be seen in human life in the world (Risal, Sandy, & Partha, 2022).

As a response to this situation, the presence of the Climate Village in Samarinda aims to become a platform that supports climate change mitigation and adaptation efforts at the local community level. Climate Village is designed as an initiative that integrates various sectors and stakeholders, including local government and communities, the private sector, and non-governmental organizations. The Climate Village Program in Samarinda is designed to promote active community participation in formulating and implementing activities that contribute to reducing GHG emissions, preserving the environment, increasing community resilience, and overall sustainable development.

In the implementation of the Climate Village in Samarinda, proklm activities were carried out through synergy between several parties, including the East Kalimantan Provincial Environmental Service (DLH), Samarinda City DLH, PLN UPDK Mahakam, and the Sindangsari Village Community Group. Collaboration between these parties is key in achieving the goals of the Climate Village program in Samarinda. Provincial DLH and City DLH act as program managers and contribute to policy formulation and supervision of the implementation of activities related to climate change mitigation and adaptation in Samarinda. They work closely with local governments and various related institutions to ensure program implementation runs effectively and is in accordance with national and regional policies.

PLN UPDK Mahakam, as a strategic partner in the Samarinda Climate Village, has a role in providing sustainable energy resources and contributing to the greenhouse gas emission mitigation program. PLN can play a role in providing renewable energy, reducing the

use of fossil-based energy, and supporting the development of environmentally friendly infrastructure. In addition, the synergy also involves the Sindangsari Village Community Group, which is a local partner in the Samarinda Climate Village program. Through the active participation of the village community, the program can be more effective in designing and implementing activities according to the needs and potential of the local community. Through community involvement, this program can also increase awareness and understanding of climate change and strengthen community capacity in dealing with it.

PLN, as a leading energy company in Indonesia, has an important role in assisting the Climate Village program, especially from a business process perspective. The following is a comparison with other companies to explain why PLN should be involved in this program: **(1) PLN's role in sustainable energy supply**, PLN has an extensive infrastructure and electricity network covering a large area in Indonesia. In assisting the Climate Village program, PLN can play an important role in providing a sustainable energy supply to reduce dependence on fossil energy sources. By increasing the share of renewable energy sources in their electricity generation mix, PLN can contribute significantly to lowering greenhouse gas emissions and supporting the transition to a low-carbon economy. Additionally, PLN's expertise in managing and distributing electricity can be leveraged to promote the adoption of clean energy technologies in villages, such as solar panels, wind turbines, and small-scale hydroelectric projects.

PLN's widespread infrastructure and electricity network across Indonesia position the company as a key player in supporting the Climate Village program. By utilizing its extensive reach, PLN can play a pivotal role in providing a sustainable energy supply, thereby reducing the nation's reliance on fossil fuel-based energy sources. This strategic move can contribute significantly to the reduction of greenhouse gas emissions, aligning with the global effort to combat climate change and promote a low-carbon economy.

To achieve these environmental objectives, PLN can actively work towards increasing the share of renewable energy sources in its electricity generation mix. By harnessing solar, wind, and small-scale hydroelectric power, PLN can generate cleaner energy that aligns with the principles of sustainability and environmental conservation. The incorporation of such renewable sources into their energy portfolio will not only diversify their energy mix but also lead to tangible benefits in reducing carbon footprints and mitigating the adverse impacts of climate change.

(2) Community outreach and engagement, One of the important aspects of the Climate Village program is the awareness and active participation of the community. PLN can utilize its network and access to local communities through outreach and community engagement activities. By using PLN's communication channels and platforms, such as social media, CSR programs, and community meetings, PLN can promote the Climate Village program, increase understanding of climate change, and involve communities in mitigation and adaptation activities. Through targeted awareness campaigns, PLN can educate villagers about the importance of sustainable energy practices, energy conservation, and the benefits of transitioning to renewable energy sources. Workshops, seminars, and interactive sessions can be organized to share knowledge and best practices on reducing carbon footprints, fostering environmentally friendly habits, and building climate resilience.

PLN's established relationship with the community can facilitate open dialogues and two-way communication, allowing villagers to voice their concerns, needs, and ideas. By actively listening to the community's feedback, PLN can tailor its strategies and initiatives to

better meet the specific requirements and aspirations of each village. This approach not only strengthens PLN's reputation as a responsible corporate citizen but also fosters a sense of trust and partnership between the company and the communities it serves.

(3) Diversify business portfolio, As a company engaged in the energy sector, PLN also needs to pay attention to the sustainability of its business. In facing the challenges of climate change and increasing demand for clean energy, PLN needs to adapt its business portfolio. Through the assistance of the Climate Village program, PLN can develop renewable energy projects and other green technologies, which directly support business continuity and strengthen its position as a leader in the sustainable energy sector while at the same time having a good corporate image.

In comparison with other companies, PLN has advantages in terms of energy infrastructure, access to the community, and the ability to diversify its business portfolio. PLN's involvement in the Climate Village program is a profitable strategic step, both in supporting climate change mitigation and adaptation efforts, as well as strengthening the company's business position in building a positive image in an era of growing clean energy.

by embracing the Climate Village program and actively investing in renewable energy projects, PLN can enhance its competitive advantage in the evolving energy market. As the global focus on sustainability intensifies, companies that prioritize clean energy solutions and demonstrate a commitment to environmental responsibility gain favor among consumers, investors, and regulators.

Adapting its business portfolio to include renewable energy initiatives not only aligns with the changing landscape of the energy sector but also safeguards PLN's long-term business sustainability. As fossil fuel resources become scarcer and concerns over carbon emissions grow, investing in renewable energy sources positions PLN for resilience and profitability in the face of shifting market demands and regulatory requirements.

(4) In Communicating Strategy, The urgent global concern of climate change necessitates the implementation of effective communication strategies to increase awareness, encourage behavioral shifts, and advocate for sustainable solutions. This literature review seeks to investigate current research on communication strategies utilized in tackling climate change and assess their efficacy.

In Strategic Communication, the case approach has been adapted to pose questions based on the principles covered in each chapter, which should be applied in the context of the strategic planning project development (Mahoney, 2023).

In the context of strategic communication, the case approach proposed by Mahoney (2023) provides a framework for posing relevant questions and applying the principles covered in each chapter to the strategic planning project being developed. By utilizing effective communication strategies and considering the unique characteristics of the target audience, climate change messages can be effectively conveyed, leading to increased awareness, behavioral changes, and the mobilization of collective action to address this urgent Strategic Communication of Climate Change.

One of the key elements in strategic communication for climate change is tailoring messages to resonate with specific target audiences. Research has shown that individuals and communities respond differently to climate change messaging based on their values, beliefs, and level of understanding of the issue. Therefore, communication strategies must take into account the diverse perspectives and knowledge levels within the audience to ensure the messages are relatable and relevant.

The use of multiple communication channels is crucial in reaching a wide and diverse audience. From traditional media such as television, radio, and newspapers to digital platforms like social media, websites, and mobile applications, a well-rounded communication approach can maximize the reach and impact of climate change messages.

Collaboration and partnerships between various stakeholders, incorporating governmental bodies, non-governmental organizations, corporations, and the broader civil society, are also vital in promoting effective climate change communication. By working together, these entities can pool resources, share expertise, and leverage their respective networks to amplify the reach of climate change messages and mobilize action at both local and global levels.

(5) Community awareness plays a crucial role in addressing the challenges of climate change. By understanding the factors influencing community awareness, effective communication strategies can be developed to engage and empower communities in climate change mitigation efforts.

The Research conducted by Luthfia & Alkhajar (2018) highlights the importance of youth engagement and grassroots initiatives in addressing climate change issues. It discusses the strategies employed by the youth social movement, such as organizing awareness campaigns, workshops, and community activities to educate and mobilize the local community.

The findings suggest that the movement was successful in increasing public awareness about climate change and fostering positive behavioral changes towards sustainability.

The study conducted by Johnson (2011) emphasizes the significance of personalized communication approaches in enhancing community awareness of climate change. The researchers found that tailoring climate change messages to resonate with the values and beliefs of specific communities led to greater receptivity and engagement. By taking into account the cultural, social, and economic contexts of the target audience, communication strategies can effectively address the unique concerns and priorities of each community, fostering a sense of ownership and commitment to climate action.

Furthermore, the role of local leaders and influencers in driving community awareness cannot be understated. The community members are more likely to respond positively to climate change messages when they are endorsed or conveyed by respected local leaders. Engaging these influencers in climate change initiatives can lend credibility and authenticity to the messages, resulting in increased trust and adherence to recommended actions.

Building on the findings from these studies, strategic communication for climate change should prioritize a multi-dimensional approach that combines youth-led initiatives, personalized messaging, and engagement with local leaders. By incorporating interactive and participatory methods, such as community workshops, focus group discussions, and citizen science projects, communication efforts can empower individuals to take ownership of climate change solutions and become active participants in the larger movement towards sustainability.

(6) In Climate Change Campaign, Environmental issues, especially climate change, have been discussed for decades among academics and the general public. Of course, public involvement in the issue of climate change is becoming increasingly essential to be campaigned vigorously, considering the increasingly drastic natural situation and climate change. Research conducted by Corner & Markowitz (2014) shows how the importance of community values and culture,

as well as the framing of public messages about climate change, must be structured in such a way as part of a climate change communication strategy.

The growing awareness of climate change has evolved into a grassroots social movement, inspiring activism globally, particularly among the youth. Initiatives should be launched by governments, international organizations, scientists, scientific institutions, various organizations, community groups, individuals in civil society, public intellectuals, politicians, religious leaders, cultural advocates, and figures in the entertainment industry.

Typically, these campaigns strive to educate, create awareness, and influence the public perception regarding the science, challenges, and policies related to climate change (Segerberg, 2017; Raducu et al., 2020). Numerous studies indicate that the efficacy of such campaigns lies in their potential to alter public attitudes and behaviors. Additionally, they aim to mobilize individuals to exert pressure on policymakers, urging the implementation of effective climate policies. (Datenber et al., 2016).

(7) In Advocacy and Environmental Issues Within the SDGs, Advocacy plays a crucial role in addressing environmental issues within the Sustainable Development Goals (SDGs). The SDGs, adopted by the United Nations in 2015, provide a comprehensive framework to achieve global sustainability by 2030. Environmental concerns, such as climate change, biodiversity loss, and pollution, are intricately linked to many of the SDGs, making effective advocacy essential in driving transformative action.

One of the primary goals of advocacy within the SDGs is to raise awareness and mobilize support for environmental protection and sustainable practices. Advocacy efforts aim to engage governments, businesses, civil society, and individuals in recognizing the urgency of environmental challenges and the need for collective action. Effectiveness in advocacy necessitates a clear sense of purpose, thorough planning, and ongoing monitoring, incorporating organized methodologies like intervention mapping (Nicoulaud, Naidoo, Gross, Williams, & Coleman, 2022). By amplifying the voices of communities affected by environmental degradation and climate change, advocacy seeks to influence policy decisions and encourage the implementation of strategies that align with the SDGs.

Furthermore, advocacy empowers individuals and organizations to hold governments and corporations accountable for their environmental commitments. It fosters transparency, encourages the dissemination of accurate information, and calls for the adoption of sustainable practices. By promoting accountability, advocacy ensures that environmental issues remain a priority on the global agenda and that progress towards the SDGs' environmental targets is monitored and measured effectively. Through collaborative advocacy efforts, stakeholders can drive meaningful change, foster sustainable development, and safeguard the planet for future generations.

2.Method

The framework employed in this study is based on the constructivism paradigm. It sees knowledge as the result of social construction which is formed through interaction and individual interpretation of existing reality. In this context, this research will try to understand and describe the experiences and perceptions of the informants regarding the impact of climate change in the study area.

Several justifications for choosing the constructivist paradigm are this study was (1) Focus on social interaction, where PLN and the environmental office collaborate with the

community to build environmental awareness, constructivism provides an appropriate framework for understanding how shared understanding is constructed. (2) Joint Construction of Reality, to understand how knowledge of the impacts of climate change and environmental conservation efforts involves joint construction among PLN, the environmental office, and the community. (3) Communication and Local Interaction Importance, In this research, where local cross-cultural interaction is essential, this paradigm provides a suitable basis for understanding how advocacy messages can be adapted to meet local cultural and social contexts.

This study uses a qualitative method approach. This approach allows researchers to gain in-depth understanding of individual views, experiences, and interpretations related to the phenomenon under study. Through qualitative methods, this study aims to explain the impact of increasing average temperature, changes in rainfall patterns, and the threat of flooding due to high rainfall intensity experienced by the study area.

The in-depth interview method will be used to obtain data from informants who have direct knowledge and experience related to the impact of increasing average temperature, changes in rainfall patterns, and the threat of flooding due to high rainfall intensity in the study area. There are 3 Informants will be interviewed, selected purposively based on their expertise, experience, and connection with climate change issues in the region. Interviews will be recorded and interview transcripts will be analyzed thematically to identify patterns and themes that emerge from the data obtained. Those 3 Informants are: (1) Dwi joko Prabowo as a Staff in the field of environmental and park management, Samarinda City Environmental Agency, (2) Rami'an as a Chairperson of the Climate Village Working Group in Sindangsari Village, and (3) Ezwin Ilham Fauzi as a PLN UPDK Mahakam's Team Leader of Environment.

The three informants include Dwi Joko Prabowo, a staff member specializing in environmental and park management at the Samarinda City Environmental Agency, Rami'an, the Chairperson of the Climate Village Working Group in Sindangsari Village, and Ezwin Ilham Fauzi, the Team Leader of Environment at PLN UPDK Mahakam. The interviews will be carefully recorded, and the resulting transcripts will undergo thematic analysis to identify patterns and themes that emerge from the informants' narratives.

This research endeavors to provide a comprehensive and nuanced understanding of how climate change impacts the study area from the perspectives of those directly involved. By using the constructivism paradigm, qualitative methods, and in-depth interview approaches, this research is expected to be able to describe and understand the impact of increasing average temperature, changes in rainfall patterns, and the threat of flooding due to high rainfall intensity in the study area in depth from the perspective of informants who involved.

3. Results and Discussion

The primary objective of this study was to examine and analyze the data collected during the course of the investigation. We conducted extensive research, collected relevant data, and employed various methodologies to ensure the accuracy and reliability of our results. Throughout the process, we focused on addressing the research questions and objectives, with a particular emphasis on exploring the relationships between different variables and their implications. This section aims to provide a comprehensive overview of the outcomes obtained, offering insights into the key trends, patterns, and noteworthy observations discovered from our data analysis. By delving into the results, we can gain a deeper understanding of the phenomenon under study and draw meaningful conclusions that contribute to the existing body of knowledge in the field.

a. Communication Strategy

In the context of Strategic Communication, this is in accordance with what Mahoney (2023) said that individuals and communities respond differently to climate change messaging based on their values, beliefs, and level of understanding of the issue.

In the process of designing effective communication strategies, a comprehensive analysis of the situation is imperative. Regarding to Analyzing the situation before designing communication strategies, Informant 1 reveals:

"The support team surely knows which neighborhoods have potential, then they conduct field surveys in the outskirts where there are still forests, and subsequently gather the data to propose their inclusion in the Regional Budget (APBD)."

This statement is the same from the statement of the 2nd Informant who sees it as part of the policy of the Ministry of environment.

"Begin by initiating data collection, starting with the Adiwiyata program, which is one of the initiatives under the climate village program."

The statement from the 3rd Informant, event has a different point of view, actually it is the same to the previous Informants:

"The analysis activities always begin with field surveys at the government level, then at the company level, focusing on smaller scopes like the Adiwiyata program. At the Pokja (Working Group) level, the scope becomes even narrower, focusing specifically on one neighborhood."

For more brevity, various statements of Informants about Community Awareness can be seen in the following table:

Table 1.
Communication strategy

Dimensi	Informan 1	Informan 2	Informan 3
Analyzing the situation before designing communication strategies	Field survey was conducted	Field data collection was conducted	Field survey was conducted
The main objectives to be achieved through pro-climate initiatives	Reducing Greenhouse Gas Emissions	Implementation of Net Zero Emission by 2060	Reducing Greenhouse Gas Emissions
Setting goals for effective communication with the public	Regular socialization on climate village	Conducting social mapping	Holding monthly discussions
Development of strategies to achieve the desired communication goals	Identification of indicators for pro-climate success	Conducting discussions to assess program alignment	Active involvement of the community in identifying needs
Determining specific public targets	Guidelines for Proklim are available	Discussions involving the Proklim community	Establishing priorities among government, society, or companie
The chosen communication channels are	Using WhatsApp groups	Holding regular meetings with the community.	Regular meetings and communication through WhatsApp groups
The communication tools used	already aligned with the objectives	already aligned with the objectives	already aligned with the objectives
The implementation of communication strategies has been carried out	In line with the ministry's research and field conditions	As indicated by the results of Social Return on Investment (SROI) and Key Performance Indicators (IKM) measurements.	In accordance with the outcomes of monthly meetings
The evaluation to measure communication effectiveness and identify improvement opportunities	Conducting field evaluations on a monthly basis	Evaluating based on Social Return on Investment (SROI) and Key Performance Indicators (IKM) measurements.	Evaluation through discussions on the Work Program

The three Informants highlight the importance of analyzing the situation and conducting field surveys before designing communication strategies for climate change initiatives. They emphasize the need to identify potential areas and communities that can benefit from climate-related interventions. The data collected from these surveys play a crucial role in formulating effective communication plans, particularly in the context of the Climate Village program. The Adiwiyata program emerges as a significant starting point for data collection and analysis, aligning with the Ministry of Environment's policy. Overall, the consistent emphasis on field surveys and data collection underscores the significance of evidence-based approaches in developing targeted and impactful communication strategies for climate change initiatives. By integrating these insights, stakeholders can craft communication plans that resonate with local needs, foster community engagement, and drive positive action towards climate resilience and sustainability.

b. Community Awareness

Recognizing the significance of fostering a proactive mindset among individuals, this section focuses on the transformative power of raising awareness about environmental issues and the subsequent positive impact it can have in society.

Meanwhile Regarding to Important factors in increasing community awareness, Informant 1 reveals:

“The key factor is the mindset shift towards environmental improvement first, which will then be followed by economic growth.”

This statement is different from the statement of the 2nd Informant:

“The important factor is to adopt approaches that involve collaboration between the government, companies, and the community.”

The statement from the 3rd Informant is the same to the 2nd Informant:

“The most important factor is the relationships and unity among individuals.”

The results indicate that the initiative effectively raised public awareness regarding climate change and encouraged favorable shifts in behavior towards sustainable practices.

For more brevity, various statements of Informant about Community Awareness can be seen in the following table:

Table 2.
Communication awareness

Dimensi	Informan 1	Informan 2	Informan 3
Important factors in increasing community awareness	Mindset shift towards environmental improvement	Collaboration between government, companies, and the community	Strong relationships and unity among individuals
Involving the community in efforts to increase awareness	Issuing official decrees for establishing climate villages (Kampung Iklim)	Conducting educational sessions on the impact of climate change	Organizing rotational community work initiatives (gotong royong) for collective action

Based on the Framing Theory in Strengthening public awareness on climate change (2018), effective communication strategies for addressing climate change should adopt a comprehensive approach. This approach involves integrating youth-led initiatives, tailoring messages on a personal level, and involving local leaders in the process. By incorporating interactive and participatory methods, like community workshops, focus group discussions, and citizen science projects, communication endeavors can empower individuals. This empowerment encourages them to take charge of climate change solutions and actively engage in the broader movement toward sustainability.

The transformative power of raising awareness about environmental issues and the importance of fostering a proactive mindset among individuals. While Informant 1 emphasizes the significance of a mindset shift towards environmental improvement leading to economic growth, Informant 2 highlights the importance of collaboration between the government, companies, and the community as a key factor. On the other hand, Informant 3 aligns with Informant 2, emphasizing the importance of relationships and unity among individuals. Despite the different perspectives, all three Informant underscore the crucial role of mindset, collaboration, and unity in driving positive change and addressing environmental challenges within society.

c. Climate Change Campaign

Corner and Markowitz (2014) demonstrates the necessity of incorporating community values and culture into the structure of climate change communication strategies. Additionally, it underscores the significance of framing public messages theory about climate change in a thoughtful manner.

The mentoring activities related to the climate change campaign are multifaceted, with varying perspectives from different Respondents. Regarding to mentoring activities that are part of the campaign category on Climate change, Respondent 1 reveals:

"The target of the Adipura trophy is the background of this climate change campaign. The more villages that participate in the program, the easier it will be to form a clean culture in the community of Samarinda".

This statement is different from the statement of the 2nd Respondent who sees it as part of the policy of the Ministry of environment.

"The mentoring activity is part of the campaign category on climate change designed by the Ministry of Environment and Forestry. Through a community approach, the campaign aims to change the mindset about adaptation and mitigation as well as the awareness that the impacts of climate change are real."

The statement from the 3rd Respondent is somewhat different:

"Basically, this climate village program is to reduce emissions, yes and also environmental resilience"

If you look at the statements of Respondent 1 and 2 referring to local (Adipura) and central (KLHK) government policies, then Respondent 3 emphasizes the issue of environmental resilience.

In Other Hand, on a public climate change information, Informant 1 reveals:

"Yes, The information of Public Climate Change is really important to build a clean culture in the Community"

Eventhough has the different background, the source 2 has the same purpose of the statement of Informant 1:

"The community is not fully aware of the impacts of climate change, even though we are experiencing them right now. Therefore, providing information to the public is extremely crucial".

The statement from the 3rd Informant is just the same to the previous Informants:

"Actually, this is an environmental social movement where we strive together to provide information so that the community becomes aware of the importance of pro-climate actions."

For more brevity, various statements of Informant about climate change campaign can be seen in the following table:

Table 3.
Climate change campaign

Dimension	Source 1	Source 2	Source 3
Mentoring activities part of the campaign category on Climate change	Adipura is in accordance with climate change campaigns.	It is part of the climate change campaign of the Ministry of Environment	Is an environmental sustainability campaign
Public climate change information	Yes, to build a clean culture in the community	Yes, because many people are still not aware.	Yes, to increase public awareness.
Issues related to climate change	Understand with the help of understanding from academics	People don't fully understand yet.	Part of the community already understands.
People understand climate change policy	Already understand the policy	Already understand the related policies	Already understand the related policies
Other parties conducting climate change campaigns	Governments, academics, companies, communities, religious leaders and influencers	Governments, companies, academics and influencers (Putri Indonesia).	Governments, Companies, influencers and students
Expected behavior from climate change campaigns	Have a clean culture in the environment	Growing awareness or awareness from the community towards the environment	Growing awareness or awareness from the community towards the environment
Partners with policymakers	Yes, it definitely affects	Yes, including social media as well	Yes, Affect

The mentoring activities related to the climate change campaign are approached differently by the three Informants. Informant 1 highlights the Adipura trophy as the target for the campaign, aiming to form a clean culture in the community of Samarinda. On the other hand, Informant 2 associates the mentoring activity with the policy of the Ministry of Environment and Forestry, intending to change the mindset about adaptation, mitigation, and raising awareness of climate change impacts. In contrast, Informant 3 focuses on the climate village program's objective of reducing emissions and enhancing environmental resilience.

Despite the variations in their approaches, all three Informants agree on the importance of providing public climate change information to build awareness and cultivate a proactive stance toward climate actions within the community. They acknowledge that raising awareness and disseminating information play pivotal roles in driving positive change and encouraging communities to take pro-climate actions. Although the Informants have different backgrounds and perspectives, they collectively underscore the significance of public engagement and education in fostering a clean and sustainable culture within the community.

d. Advocacy and Environmental Issues Within The Sdg's

Meanwhile, about Advocacy and Environmental Issues Within SDGs, we can see the various answers of the Informants consulted. All Informants emphasize the significance of advocacy in driving policy changes and promoting sustainable practices to tackle environmental challenges effectively. They stress that advocacy efforts should focus on raising public awareness, mobilizing support from stakeholders, and pressuring decision-makers to prioritize environmental protection in their agendas.

Regarding to Assistance linked to SDG's Environment, Informant 1 reveals:

"There is a Ministerial Regulation (Permen) followed by the Samarinda City Environmental Agency (DLH Kota Samarinda) as a guideline for providing assistance, which is undoubtedly related to the SDGs. There has been a study conducted with academics to reduce the impact of pollutants resulting in increased greenhouse gas emissions."

The statement from the second Informant is also in line with the first Informant, which states that:

"Clearly, there are 8 points within the SDGs that align with pro-climate initiatives. The SDGs include points related to forest coverage, such as point 1 for reducing poverty, point 3 for health and well-being, point 4 for quality education, point 6 for clean water, point 8 for decent work and economic growth, point 13 for terrestrial ecosystems, point 15 for afforestation, and point 17, which is partnership for the goals."

And the Third Informant has the same statement:

"The assistance provided is already aligned and linked to the SDGs."

For more brevity, various statements of Informant about Advocacy and Environmental Issues Within the SDG's can be seen in the following table:

Table 4.
Advocacy and Environmental Issues Within The Sdgs

Dimension	Source 1	Source 2	Source 3
Assistance linked to SDG's Environment	Assistance in accordance with the Ministerial Regulation as a guideline	Ada 8 points in SDG's that are in line with the program	The assistance carried out has been linked to SDG's
Issue emissions due to GHG (Greenhouse Gas), related to forest management	Yes, there have been studies with academics.	In the SDG's, there are points related to forest management and GHG emissions.	Yes, it is related to the area of forest cover.
Concerns about the causes of air pollution	There have been studies to use solar panels.	Discussions have been held regarding the use of solar panels and also electric vehicles.	There have been discussions related to waste optimization.
The develop concrete actions to reduce the rate of climate change	Targeting 59 sub-districts to implement the program.	Through communication with the government and cooperation with companies.	Frequent discussions on the use of solar panels
An explanation of disaster risk reduction efforts	There is a discussion about efforts to change the culture of people littering	There is discussion about efforts to reduce pollution with the use of solar panels	There is discussion about greening efforts

The Informants consulted highlight the crucial role of advocacy in addressing environmental issues within the framework of the Sustainable Development Goals (SDGs). They emphasize that effective advocacy efforts can drive policy changes and promote sustainable practices to tackle environmental challenges more effectively. This includes raising public awareness, mobilizing support from various stakeholders, and pressuring decision-makers to prioritize environmental protection in their agendas.

All three Informants confirm the alignment of assistance provided with the SDGs' objectives, particularly in relation to environmental concerns. Informant 1 specifically mentions the existence of a Ministerial Regulation guiding the provision of assistance, and research with academics to address the impact of pollutants on greenhouse gas emissions. Informant 2 emphasizes that multiple SDG points correspond to pro-climate initiatives, covering aspects like poverty reduction, health and well-being, education, clean water, decent work, terrestrial ecosystems, afforestation, and partnership for goals. Similarly, Informant 3 reaffirms that the assistance provided is aligned and linked to the SDGs.

In summary, the collective findings from the Informants reinforce the importance of advocacy and environmentally-focused assistance in contributing to the SDGs' objectives, particularly those related to environmental sustainability. These efforts play a vital role in advancing the global agenda towards a more sustainable and resilient future for both the environment and society.

4. Conclusion

The examined and analyzed data collected during our investigation, focusing on addressing the research questions and objectives related to community awareness, communication strategies, climate change campaign, and advocacy for environmental issues within the SDGs. Through extensive research and various methodologies, we gained valuable insights into the relationships between different variables and their implications.

Communication strategies play a crucial role in achieving the desired objectives, with collaborative approaches involving the government, companies, and the community. The

Adiwiyata program, a part of the climate village initiative, serves as a starting point for data collection and communication design.

Community awareness is vital in driving environmental improvement, and fostering a proactive mindset among individuals can lead to positive impacts on society. Collaborative efforts between stakeholders can create a conducive environment for pro-climate initiatives that benefit both people and the planet.

Regarding the climate change campaign, the Adipura trophy and mentoring activities play an essential role in promoting a clean culture and raising awareness about the impacts of climate change. Public climate change information is crucial to build a clean culture in the community, emphasizing the need for awareness and information dissemination.

Advocacy remains significant in driving policy changes and promoting sustainable practices to tackle environmental challenges effectively within the SDGs. The alignment of assistance with the SDGs reflects the commitment to addressing environmental issues comprehensively, especially in Samarinda East Kalimantan.

In conclusion, this research provides valuable insights into the factors influencing community awareness, communication strategies, climate change campaigns, and advocacy efforts within the SDGs. The findings underscore the importance of collaborative approaches, mindset shifts, and public awareness in achieving environmental sustainability and building a greener future for generations to come. These conclusions contribute to the existing body of knowledge and provide valuable guidance for future initiatives aimed at fostering environmental awareness and taking action for a sustainable world.

Recommendations for further research include delving into the effectiveness of specific communication channels in fostering community awareness, evaluating the long-term impact of climate change campaigns on behavioral change, and exploring innovative advocacy strategies within the context of the SDGs. Additionally, it would be beneficial to investigate the role of technology and social media platforms in enhancing climate change communication and advocacy efforts. Further research can also assess the influence of educational programs on shaping sustainable attitudes and behaviors among diverse demographic groups. These suggested areas of exploration would contribute to a more comprehensive understanding of effective practices for advancing environmental sustainability and inform practical strategies for implementation in diverse communities.

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