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Implementasi Program Kampanye “*Gunung Bukan Tempat Sampah*” oleh Danone Indonesia Sebagai Upaya Membentuk Awareness Pendaki Gunung Untuk Tidak Membuang Sampah Sembarangan

Jumlah Halaman: 120 Halaman
Bibliografi: 24 Buku, 8 Jurnal, 2 Website.

Abstrak

Seiring meningkatnya trend pendakian gunung-gunung di Indonesia, semakin meningkat pula volume sampah digunung, pola permasalahan ini akan terus meningkat jika pendaki tidak menyadari tanggung jawabnya. Tujuan penelitian ini adalah mengetahui landasan dan implementasi dari kampanye “*Gunung Bukan Tempat Sampah*” sekaligus mengetahui *awareness* dan partisipasi pendaki gunung terhadap permasalahan sampah yang ada digunung.

Dalam penelitian ini, penulis didukung oleh konsep dan teori kampanye *Public Relations*, *awareness* dan partisipasi. Penelitian ini menggunakan metode kualitatif dengan design studi kasus.

Hasil penelitian menunjukkan bahwa alasan dilaksanakannya kampanye ini karena visi perusahaan *One Planet One Health*, hasil riset *Trashbag Community* tentang permasalahan sampah digunung mengatakan bahwa satu gunung bisa menghasilkan 0,5ton sampah/bulan, kesadaran pendaki gunung akan permasalahan sampah digunung masih kurang serta minimnya pengawasan. Implementasi Kampanye dilaksanakan langsung di 17 gunung, didalamnya mencakup aksi Sapu Jagad, edukasi, sharing session, serta pengolahan sampah di RBU milik Danone. Kampanye disebarluaskan pula di media social sehingga bisa menjangkau seluruh lapisan masyarakat. *Awareness* dan Partisipasi Pendaki Gunung dalam Kampanye “*Gunung Bukan Tempat Sampah*”. Setelah mengikuti kampanye ini mengalami peningkatan pengetahuan dan perubahan sikap serta perilaku yang lebih menyadari akan pentingnya permasalahan sampah digunung. Dan ikut berpartisipasi langsung dalam kampanye baik saat berlangsung acara dan setelah acara selesai masih menjadi pioneer dalam upaya untuk tidak membuang sampah digunung.

Kesimpulan penelitian ini yaitu kampanye “*Gunung Bukan Tempat Sampah*” merupakan suatu bentuk tanggung jawab perusahaan yang dibuat dan direncanakan dengan matang hingga tahap implementasi kampanye langsung di 17 Gunung yang ada di Indonesia disebarluaskan melalui media social sebagai upaya untuk membentuk *awareness* khalayak sasaran.

Kata Kunci: Kampanye Public Relations, Awareness, Partisipasi, Danone Indonesia.





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The Danone Indonesia Campaign "Gunung Bukan Tempat Sampah" Campaign as an Effort to Build Awareness of Mountain Climbers Not to Litter

Number of pages: 120 Pages
Bibliography: 24 Books, 8 Journals, 2 Websites.

Abstract

As the trend of climbing mountains in Indonesia increases, so does the volume of garbage in the mountains, this pattern of problems will continue to increase if the climber is not aware of his responsibilities. The purpose of this study is to find out the foundation and implementation of the "Mountain is not a Trash" campaign as well as to know the awareness and participation of mountain climbers on the garbage problem in the mountains.

In this study, the author is supported by the concepts and theories of Public Relations campaigns, awareness and participation. This research uses a qualitative method with case study design.

The results showed that the reason for carrying out this campaign was because the company vision of One Planet One Health, the results of Trashbag Community research on the problem of mountain waste said that one mountain could produce 0.5 tons of waste / month, the awareness of mountain climbers about the problem of mountain waste was still lacking and lack of supervision. Campaign implementation was carried out directly in 17 mountains, which included Sapu Jagad actions, education, sharing sessions, and waste processing at Danone's RBU. The campaign is also disseminated on social media so that it can reach all levels of society. Mountaineer Awareness and Participation in the "Mountain is not a Trash" Campaign. After participating in this campaign, there has been an increase in knowledge and a change in attitude and behavior that is more aware of the importance of the problem of mountainous waste. And participate directly in the campaign both during the event and after the event is over, still be a pioneer in efforts not to throw garbage on mountains.

Based on the results of the study it can be concluded that the "Mountain is not a Trash" campaign is a form of corporate responsibility that is well-planned and well-planned until the direct campaign implementation stage in 17 Mountains in Indonesia is disseminated through social media as an effort to build awareness of the target audience.

Keywords: Public Relations Campaign, Awareness, Participation, Danone Indonesia.

