

MEDIA RELATIONS STRATEGIES OF PUBLIC RELATIONS IN PEATLAND AND MANGROVE RESTORATION AGENCY (BADAN RESTORASI GAMBUT DAN MANGROVE-BRGM) IN ENVIRONMENTAL ISSUES REPORTING

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Abstract

Indonesia with the fourth-largest peat ecosystem and the largest mangrove forest, has experienced significant damage. The government has formed the Peat and Mangrove Restoration Agency (BRGM) to accelerate restoration and rehabilitation. The success of BRGM depends on community participation, with media relations as the key to increasing awareness and participation in restoration efforts. This study aims to understand the media relations strategy of BRGM Public Relations in reporting environmental issues. This study uses the Communicative Constitution of Organizations (CCO) theory to understand the media relations strategy of BRGM Indonesia Public Relations. This study uses a descriptive qualitative approach to examine the media relations strategy of BRGM Indonesia Public Relations in reporting environmental issues. Data were collected with an in-depth focus on media relations to provide its significance and benefits for the organization and the community. The results of this study indicate that BRGM's communication constitution includes organizational communication, communication channels, information procedures, and organizational responsibilities to ensure effective, transparent, and consistent communication both internally and externally. The success of BRGM's media relations strategy is reflected in more than 50% positive news coverage and awards as an Informative Public Agency.

Keywords: media relations, public relations, BRGM, environmental issues

Introduction

According to a press release from the Ministry of Environment and Forestry (KLHK) (2023), Indonesia has the fourth-largest peat ecosystem in the world and the largest mangrove forest in the world. However, it has 50 per cent damage, which is 13 million hectares (Wicaksono, 2023) of the total 26 million hectares in the peat ecosystem area and 18 per cent damage, which is around 600 thousand hectares (Siregar, 2021) of the total 3.4 million hectares in the mangrove ecosystem area. In recent years, peat and mangrove ecosystems have become important issues, especially after the world realized their role and function. Peatlands have an important role in maintaining ecosystem harmony, serving as water storage and carbon reserves in large quantities, reaching 46 gigatons or around 8-14% of the total carbon stock in peatlands worldwide (Yuliani, 2022). Peat ecosystems are known to be rich in biodiversity, with many protected species of flora and fauna. Peatland and Mangrove Restoration Agency (BRGM) (2016) found 178 protected tree species, 35 mammal species, 150 bird species, and 34 fish species in Indonesian peatlands. Although peat ecosystems play an important role in preserving the environment, poor management can pose a serious threat to the current global environmental crisis.

In 2015, Indonesia faced the worst forest and peatland fires in its history, which occurred in Riau, Jambi, South Sumatra, West Kalimantan, South Kalimantan and Central Kalimantan. The impact

extended to various economic, social, cultural and health sectors. Indigenous communities are among the most affected groups, experiencing disruptions to daily activities and loss of livelihood due to the widespread haze pollution. The impacts were not only domestic, but the haze also drifted and spread to neighbors such as Singapore and Malaysia. This transboundary air pollution worsens air quality in the region and causes serious health concerns for its residents. The 2015 forest fires in Indonesia serve as a clear example of how natural disasters can have wide-ranging and complex impacts, and demand a cross-sectoral and cross-state response to effectively address the challenge (Septianingrum et al., 2018).

To restore the land and forests that burn annually in several provinces in Indonesia, the government announced the establishment of the Peat and Mangrove Restoration Agency (BRGM) through Presidential Regulation No. 1/2016, signed by President Joko Widodo on January 6 (Humas Sekretaris Kabinet, 2016). BRGM was established to organize and facilitate the restoration of 2 million hectares of peatlands in the provinces of Riau, Jambi, South Sumatra, West Kalimantan, Central Kalimantan, South Kalimantan and Papua. Indonesia's Peat and Mangrove Restoration Agency (BRGM), as a non-structural institution with direct responsibility to the President, has a crucial role in accelerating peat restoration and mangrove rehabilitation and preserving environmental ecosystems. BRGM Indonesia has been recognized by a number of communities.

The importance of media relations is recognized by BRGM Indonesia because it can have a positive impact on society, especially in terms of reporting on environmental issues that are the focus of BRGM Indonesia's programs and work. In maintaining peatlands and mangroves, BRGM requires active community participation to accelerate its restoration program. Community involvement is essential in the sustainable management of peat and mangrove ecosystems, including the development of economic resources with a focus on mitigation, adaptation, conservation and restoration. In line with this, the role of public relations is very important to raise public awareness and mobilize concrete steps.

Various types of mass media, such as print, electronic and online, have changed the role of social media in Indonesia. Previously, media relations focused more on print media, but now it also involves electronic and online media which of course brings new challenges. This allows institutions to deliver their messages through various media platforms. The role of public relations in institutions is important in disseminating information to the public. The success of an organization is greatly influenced by the support of the mass media, so the strategic steps of public relations are the key to success. Covering environmental issues is not a simple task. To ensure smooth reporting, PR practitioners need to develop an effective media relations strategy. The goal is to ensure that the message or information can be well received by the public.

Public relations' ability to convey information related to the institution's activities is very important because the information becomes public consumption that allows them to show and provide information related to the institution's activities. The public's need for information is increasingly important and the mass media plays a crucial role in fulfilling this need. The public relations profession and mass media institutions need each other. Unfortunately, the relationship between public relations and the media often faces problems that can result in conflict, especially due to differences in interests. Therefore, understanding the concept of media relations and having a good understanding of its implementation is particularly important.

In media relations management, BRGM Indonesia's public relations needs to maximize its role by building positive and sustainable relationships with the media as partners for the future. Efforts to establish good relations with journalists involve various media relations activities, such as sending press releases, inviting special events, press interviews, press banquets, and media visits. Positive coverage can create a good image for the institution and influence the coverage of environmental issues in related

media. Of course, efforts to publicize environmental issues will be more effective if the Indonesian Peat and Mangrove Restoration Agency (BRGM) works closely with the media to get the active participation of the community. Therefore, the researcher sees this as an interesting phenomenon that needs to be studied further, with the expectation that the results of the study can provide benefits for BRGM Indonesia's public relations in strengthening its relationship with the media. For that reason, the researcher chose the research title "Media Relations Strategy of Public Relations of the Peat and Mangrove Restoration Agency (BRGM) Indonesia in the Coverage of Environmental Issues".

Research Objective (s) (bold, 11 pt.)

The objective of this study is to understand the media relations strategies employed by the Public Relations (PR) team of BRGM Indonesia in influencing the reporting of environmental issues. This research seeks to analyze how these strategies are implemented to affect public perception and media framing of environmental issues, particularly in the context of peatland and mangrove restoration. By examining the communication approaches, message dissemination, and media engagement practices used by BRGM, this study intends to provide insights into the effectiveness of their PR strategies in foresting positive media narratives and raising awareness about environmental conservation initiatives in Indonesia.

Literature Review

This research focuses on understanding media relations strategies within the framework of the constructivism paradigm, as well as its differences with previous studies that have various subjects and approaches. The constructivism paradigm departs from the idea that social reality is shaped through interactions, language, and media representations, not merely as something objective and independent of social influences. In the context of media relations, this paradigm emphasizes how organizations such as BRGM Indonesia not only convey information to the public but also actively play a role in shaping the meaning and interpretation of environmental issues, such as peat and mangrove restoration.

In the research conducted by Anggraenie (2017), media relations are shown by press gathering activities carried out by PR working team of Bank Indonesia West Java Province. Prasasti (2019) in his research is also based on media relations theory to maintain good relations with journalists from various media through a series of activities, such as managing information, press conferences, press tours, press releases, press luncheons, press briefings, special events, and publications. Seeing this, researchers consider the form of media relations strategies for the PR work team at BRGM to optimize the reporting of environmental issues, especially on mangroves and peatlands.

While previous research on media relations tends to focus on the effectiveness of messages or the impact of media coverage on public perception and policy, few have specifically explored how media relations practices can shape the social reality of environmental issues. By adopting a constructivist perspective, this study tries to go beyond the traditional approach that only looks at the end result in the form of quantity or sentiment of news coverage. Instead, this study will explore how the interaction between BRGM's PR practitioners and the media shapes the narrative that is then consumed by the public. Therefore, this approach pays more attention to the process of meaning formation that occurs behind the scenes of media relations practices.

As a form of intellectual enrichment, this research refers to several previous studies that discuss the construction of reality in social and environmental issues. For example, research on media framing of climate change issues shows how certain actors can dominate public discourse through narrative control. In the context of BRGM, these studies provide a framework for understanding how the organization uses communication strategies to influence the media in crafting news coverage that aligns

with its environmental restoration goals. As a result, the existing literature will be used as a basis to identify the extent to which the role of public relations can strengthen or modify the framing of environmental issues.

This study will not only strengthen the researcher's thinking about the role of media relations in shaping social reality but also offer a new perspective on the dynamic relationship between organizations, media and the public on environmental issues in Indonesia. By emphasizing the constructivism paradigm, this study is expected to reveal the communication strategies used by BRGM Indonesia to direct public discourse and navigate various interests in peat and mangrove conservation efforts. This is important to develop a deeper understanding of how social reality is created, maintained or changed through media relations practices in environmental issues.

Methodology

This study uses a qualitative approach because the problems to be examined are social and dynamic. This approach is used to collect data related to BRGM Indonesia's PR media strategy in reporting on environmental issues. The data collected is analyzed and interpreted practically following the objectives of this research. The method in this study uses a case study, focusing in-depth on one particular object of study, considering it a case that is intensively studied. By using the case study method, researchers can maintain a holistic approach and have significance. This study uses a descriptive type of research that is included in qualitative research methods. Qualitative descriptive methods here emphasize observation and a natural atmosphere (Ardianto, 2011).

In terms of determining informants as sources of data and information, this study uses a non-probability sampling method with a purposive sampling technique. According to Sugiyono (2019), purposive sampling is a sampling technique based on certain considerations. It was selected because not all samples met the criteria that were following the phenomenon under study. Hence, researchers set certain criteria that must be fulfilled by the samples in this study. From these criteria, the sample assigned to this study is the BRGM PR working group and media journalists related to BRGM.

Data collection techniques used in this study are observation, interviews, documentation, and literature study. The observation used in this research is non-participant observation in which the researcher is not physically involved in the source's activities. This observation was carried out at the BRGM Indonesia which can be used to collect and obtain data related to media relations strategies that have been undertaken by BRGM Indonesia in the release of environmental issues from 2023 to May 2024. Data collection with interviews is a type of systematic interview, in which questions are prepared in advance according to the research topic before being reviewed with the specified source or informant. During the data analysis phase, this study was conducted in 3 (three) steps according to Miles & Huberman (1984), which begin with data reduction, data presentation, and conclusion drawing or verification. In data analysis, the field data reduction process begins with a comprehensive description in the report that is sorted, summarized, and focused on the most relevant things, afterwards the data is presented after going through process of sorting, classifying, and compiling data according to the appropriate categories, and at the end data is analyzed to identify patterns of themes, correlations, and hypotheses which are then concluded. Data validity in this study was strengthened by data source triangulation techniques. Data triangulation methods are carried out by comparing information or data using different methods (Pujileksono, 2015).

Results

BRGM Indonesia is a national government agency established through Presidential Regulation No.1/2016 to organize and facilitate the restoration of 2 million hectares of peatlands in the provinces

of Riau, Jambi, South Sumatra, West Kalimantan, Central Kalimantan, South Kalimantan, and Papua within 5 years. BRGM Indonesia is responsible for facilitating the acceleration of peat restoration implementation and improving the welfare of communities in peat restoration areas and accelerating mangrove rehabilitation in the target provinces.



Picture 1: BRGM Organization Profile

Source: BRGM Indonesia

PR plays a strategic role in disseminating and facilitating between agencies and outside parties, both between agencies and with the wider community. In general, PR aims to convey information to the public about programs, policies, achievements, and agency achievements. PR is also able to improve the positive image of the government. with a positive image, the public will be more trusting and supportive of programs and policies issued by government agencies.

In government institutions, including BRGM Indonesia itself, good relations with the media have an important value in maintaining transparency and accountability. Media relations is the main key for BRGM to convey information to the public. News publication is a public need for information that can affect BRGM's performance in carrying out its programs. BRGM Indonesia was formed as a government response to help accelerate peat restoration and rehabilitation of Indonesian mangroves in 13 priority provinces that have suffered damage. As stated in the following interview quotation:

"BRGM was established as a response to overcome the problems that exist in Indonesia's peat and mangrove ecosystems. The crises that occur are forest and peatland fires, climate change, and also the el nino long dry season which causes drought," (Sri Ratnaningsih, S.Hut., M.I.DS., M.Eng, Head of Legal and Public Relations Sub Group, June 13, 2024).

"Before BRGM, peat damage and fires often went unnoticed. Without the involvement and assistance of the community, BRGM's work program would not have been implemented. The government facilitates knowledge and funds, but community awareness is still lacking, making BRGM's task difficult. The mindset of the community must be changed first because peat and mangrove restoration requires attention. The government needs to synergize with the

community and stakeholders. Opposition still exists due to incomprehension or comes from those who do not benefit from the effort. They want to be able to benefit from the results without undertaking the necessary processes and responsibilities,” (Dr. Ir Didy Wurjanto, M.Sc., Head of Cooperation, Legal and Public Relations Working Group, June 13, 2024).

Based on the statements above, regarding the crisis, BRGM needed the help of several parties such as stakeholders, local governments, NGOs, NGOs, private governments, and the community. BRGM's goals will not be well implemented without the support of several parties, especially the community. With this, it is necessary to understand the existence of BRGM, but there are limitations, namely BRGM personnel who are not proportional to the number of communities. BRGM's work program really needs community support, but the existence of BRGM institutions is still not optimal among the community, especially for people who are unfamiliar or not around peatlands and mangroves. The community is very large but BRGM's manpower is limited, BRGM needs to consolidate what has been done accompanied by concrete evidence to convince and provide understanding for many parties to work together. With these challenges, BRGM carries out a communication strategy to the public through several platforms by adjusting the classification of its public segmentation both directly and online. One of BRGM's communication strategies with the public is through news.

BRGM is facing these challenges by developing a communication strategy to the public through various platforms tailored to audience segmentation, both in person and online. In addition to the physical approach, BRGM also approaches people's daily lives. BRGM utilizes several communication platforms, including the main website <https://brgm.go.id/>, PPID website <https://ppid.brgm.go.id/>, social media, and mass media both online and television, which play an important role in shaping public opinion and disseminating information. BRGM changes the mindset and increases public understanding and participation through media relations conducted by PR staff according to the following statement:

“BRGM's PR routinely holds special meetings, for example when drafting the media relations agenda setting, and after the activity runs, the output will be reviewed,” (Felisitas Aurelia, PR Staff, May 20, 2024).

“Agenda setting meetings are carried out as well as budget planning, all PR staff can carry out media relations activities but there are still those who are given special responsibilities,” (Dr. Ir Didy Wurjanto, M.Sc., Head of the Cooperation, Legal and Public Relations Working Group, June 13, 2024).

BRGM attempts to establish good relations with media and journalists in various regions to ensure accurate and reliable reporting on their activities, in the hope that the information conveyed will benefit the public. BRGM's objectives for conducting media relations are contained in the informant interview below:

“The main objective is to increase public awareness of BRGM's role in accepting and continuing what it has done for its various stakeholders. The main focus of this effort is publication, where the media needs news from us and we need the media to convey information to the public. The importance of this is because the benefits of peat and mangroves are not yet known or understood by everyone, so we collaborate with the media to cover our activities and

explain the benefits of peat and mangrove ecosystems for life and ecosystems. The expected impact in the future is to make peat and mangrove issues the main concern of the community, especially those who live in peat and mangrove areas, so that they are more aware and feel they have the responsibility to protect and care for these ecosystems independently. Collaboration between PR and media is key to addressing this, by combining efforts to ensure that these issues receive the attention they deserve and are sustained in the community,” **(Felisitas Aurelia, PR Staff, May 20, 2024).**

Based on the statements quoted above, BRGM through news publications seeks to raise public awareness about the importance of participation in maintaining peat and mangrove ecosystems. This publication is expected to foster a sense of community responsibility to care for these ecosystems in a sustainable manner. Good cooperation between BRGM and the media is essential to ensure this issue receives the right attention, especially from communities living in peat and mangrove areas. Collaboration between BRGM and the media focuses on publicity. Many are not yet aware of the benefits of peat and mangrove ecosystems, so BRGM works with the media to cover their activities and educate the public. The media needs good cooperation with organizations like BRGM to ensure accurate and relevant information. With effective media relations, BRGM can provide the factual information required by the media for in-depth and balanced coverage of environmental issues. A harmonious relationship between the media and BRGM contributes to environmental sustainability and community welfare. There are challenges in reporting on environmental issues, such as the following quote:

“Environmental issues are rarely of interest to many people; most prefer to seek information about entertainment, sports, politics and lifestyle. It is a challenge for BRGM, whose main focus is on peat and mangrove conservation, that many people outside the region do not understand these topics in depth. Therefore, a basic explanation is needed to build understanding before being able to develop the topic further,” **(Felisitas Aurelia, PR Staff, May 20, 2024).**

“In Prokal.co media, environmental issues still do not receive enough attention in East Kalimantan, especially before the existence of IKN, they were still not focused on. News that attracts more public attention generally focuses on viral cases, crime, politics, and economics that dominate the news. There is still little public insight into environmental issues, unless there is a major case. The main purpose of environmental news itself is to make people aware of the importance of environmental conservation,” **(Erik Alfian, Prokal.co Media Journalist, June 21, 2024).**

"The division of responsibilities in Antara media is neither more nor less, everything is balanced, although there is a special concentration in Antara reporters who have certain desks or assignments. For example, I at Warta Bumi focus on environmental issues, disasters, and natural resource conservation, while others may be at BRIN. Every day, news is submitted and no one dominates. If there is an issue that is of concern in one field, it usually gets higher traffic. However, for environmental issues, the traffic is normal and not too significant ups and downs. The processing of environmental news is not theoretically difficult, with context discussions such as law violations, and is not as complex as writing economic or political news. Publication of environmental news has no difficulty and is sure to be aired,” **(M. Riezko Bima Elko Prasetyo, Warta Bumi, National News Agency Perum Antara, June 14, 2024).**

“At Riau Pos, we pay a lot of attention to environmental issues. Every Sunday, we devote a special page to the environment, and on other days there are also special articles about the environment that are interesting. Especially when there are cases of forest and land fires (karhutla) in Riau, news about this is often updated every day. At Riau Pos, environmental issues receive considerable attention. Besides BRGM, several NGOs such as WALHI and KALAHARI also often share environmental data with us. They care deeply about the issues we publish, provide feedback, and add additional data. Attention to environmental issues depends on the region, especially in areas where there is still a lot of environmental damage. People in these areas may still be concerned with how they can protect the environment and respond to the government's role in environmental degradation. In contrast, in more modern areas, concern for the environment tends to decline because people are busy with their own activities. We hope to gain the sympathy of the community in their efforts to protect the environment through the information we provide. Given that Riau is known for its vast peatlands, we want the local community to come together to protect the environment. Environmental damage that has occurred has a direct impact on the community's economy, so it is important to work together to preserve nature,” (Soleh Saputra, Riau Pos Media Journalist, June 21, 2024).

Based on several statements from informants above, media relations are important for both institutions and the media, but public interest in environmental issues is still low. Many do not actively seek information about climate change, sustainability, or the preservation of ecosystems such as peat and mangroves. However, some segments of society, especially in areas affected by environmental damage, remain concerned and aware of the importance of protecting the environment. This awareness encourages them to get involved in conservation and improve the condition of the surrounding environment. The main challenge is to increase public interest at large, but efforts to educate and raise awareness about environmental issues continue to be made to encourage positive changes in environmental protection.

The results of the researcher's observations and interviews show that media relations are very important for BRGM (Peat and Mangrove Restoration Agency) in maintaining transparency and accountability to the public. An effective media relations strategy is needed to face the challenges of low public interest in environmental issues and BRGM's suboptimal presence. Collaboration with journalists, local governments, NGOs, and private companies is key to gaining support and ensuring accurate coverage of BRGM activities. The crisis of peat and mangrove ecosystems caused by forest fires, climate change, and human factors adds to the complexity of the problems encountered.

Media relations is an initiative of Indonesia's Peat and Mangrove Restoration Agency (BRGM) to maintain a positive relationship with the mass media as a means of communication between BRGM and the public, in order to achieve the desired goals. In facing challenges such as issues that are of less interest and BRGM's existence that is not yet optimal, BRGM needs to develop an effective media relations strategy to ensure the success of its programs. As stated in the following interview:

“Developing a strategy to publicize the BRGM involves designing activities and selecting media partners. This strategy should include cooperation with known, credible and bona fide media, taking into account the involvement and interaction of the audience in the media. In addition, publications should be conducted through appropriate channels and within the available budget,” (Dr. Ir Didy Wurjanto, M.Sc., Head of Cooperation, Legal, and

Public Relations Working Group, June 13, 2024).

“We perform media classification based on the purpose and target audience, involving appropriate segmentation such as the government, legislative bodies, partners, and the general public, intending to establish relationships at various levels and ensure information is not only accessed by certain groups.” (Dr. Ir Didy Wurjanto, M.Sc., Head of the Cooperation, Legal, and Public Relations Working Group, June 13, 2024). BRGM organizes regular meetings to discuss agenda setting, as well as internal evaluations. In the secretariat of the agency, there is a Cooperation, Legal, and Public Relations Working Group, specifically Public Relations, which is responsible for communication and publication, both through mass media and social media platforms,” (Sri Ratnaningsih, S.Hut., M.I.DS., M.Eng, Head of Legal and Public Relations Working Group, June 13, 2024).

“Before working with the media, BRGM conducts a media search that is following its target segment. Review, analysis, and validation are carried out before contacting the relevant media for cooperation and further discussion. Specific criteria are placed on the first tier, such as dailies with 5 million page views, clear company names, and proven credibility. BRGM uses reader classification to determine the appropriate media, such as using local media to target the local community, and international media such as CNI, Straits Times, and Jakarta Post for overseas partners. Every year, BRGM plans an agenda setting to determine the focus of audience segmentation and the media to be used,” (Felisitas Aurelia, PR Staff, May 20, 2024).

Based on the quote above, the media relations strategy should include careful planning, effective implementation, and continuous evaluation. By publishing news, BRGM can convey the importance of peat and mangrove conservation, raise awareness, and encourage active community participation in protecting the environment. A good relationship with the media allows BRGM to disseminate information widely and accurately. A planned approach will help BRGM achieve its main goal, which is to accelerate peat ecosystem restoration and mangrove rehabilitation for mutual prosperity.

BRGM established a media relations strategy that involves designing activities and selecting credible media partners. The strategy includes working with credible media relevant to the targeted audience, such as the government, legislative bodies, partners, and the general public. BRGM conducts agenda setting and regular evaluation to ensure the effectiveness of communication through mass and social media. Prior to cooperation, BRGM selects media based on certain criteria, including the number of page views and credibility, to ensure information is widely accessible and targeted. The following is a list of 10 (ten) national and local media that published the most BRGM-related information during 2023. These ten media were selected based on the highest number of publications during the year.

Table 1: BRGM National and Local Media in 2023

No	Name of Media	Type of Media	Total Number of Publications
1.	Antara News	National Media	54
2.	Kompas.com	National Media	52
3.	Media Indonesia	National Media	29
4.	Tempo	National Media	13

5.	Republika	National Media	12
6.	Redaksi Harian	Local Media	14
7.	Biz Info Bandung	Local Media	14
8.	Tribun Jambi	Local Media	10
9.	Radar Banjarmasin	Local Media	10
10.	Antara News Jambi	Local Media	9

Source: BRGM Archives (2023)

Based on the table above, BRGM successfully established strong relationships with various media, both at the national, local and international levels such as CNI, Straits Times, and Jakarta Post. In 2023, Antara News recorded the highest number of BRGM-related publications, with 54 stories, followed by Kompas.com with 52 stories. Media Indonesia, Tempo, and Republika were also among the top five national media with 29, 13, and 12 stories respectively. Among local media, Redaksi Harian and Biz Info Bandung recorded the highest number of publications with 14 news stories each, followed by Tribun Jambi and Radar Banjarmasin with 10 news stories each, and Antara News Jambi with 9 news stories.

BRGM also conducts various activities to increase community awareness and understanding of the importance of preserving peat and mangrove ecosystems according to the quote below:

“BRGM conducts various activities to increase public awareness and understanding of the importance of conserving peat and mangrove ecosystems. One of the main activities is a media briefing that involves cross-ministries, such as Kemenkomarves, to clarify environmental issues and explain the role of each agency, including BRGM, Kemenkomarves, and KLHK. In addition, BRGM held a press conference to present the mangrove rehabilitation roadmap with MoEF, inviting the media to cover and understand the function of the roadmap.

Other activities included a press tour involving a visit from the head of the agency, as well as the ceremonial launching of a peat and mangrove curriculum that was published in collaboration with the local government and various other stakeholders. BRGM also conducted field visits to show the state of peat and mangroves as well as the function and performance of BRGM which was published by the media.

To enhance local government engagement, BRGM held doorstep sessions involving governors and agency heads, allowing journalists to inquire about peat and mangrove restoration activities in their respective regions. Press releases were published in three stages on the official website and PPID, and disseminated through social media and journalist groups in 13 priority provinces. BRGM also organized a media tour to INewsTV to see how the media processes news, and exchanged ideas on how peat and mangrove issues can be raised as topics of interest to the public. The media center is provided for journalists who want to conduct interviews or news processing, its use is adjusted to the request.

In addition, BRGM participates in special events such as festival exhibitions and biodiversity week at KLHK, as well as other environmental events such as Mangrove Week 2021. To increase journalistic capacity, BRGM organizes internal and external journalism training, inviting cross-religious organizations. The output of this training is the birth of new journalists who provide feedback on the news of peat and mangrove conditions with a religious approach, such as Da'i Gambut and Peat Care Pastors,” (Felisitas Aurelia, Public Relations Staff, May 20, 2024).

Based on the statements from the quotes of several informants above, BRGM uses the WhatsApp platform to exchange information with the media. They have a WhatsApp group to distribute press releases and other important information efficiently. For more in-depth and specialized communication such as invitations to activities or collaborations, they use private messaging, which allows for a more personalized and focused exchange of information. This approach strengthens a closer and more effective working relationship between BRGM and the media, and maximizes the potential for collaboration and publications.

BRGM conducts various activities to increase public awareness and understanding of the importance of peat and mangrove ecosystem conservation, such as media briefings, media coverage, doorstep interviews, press conferences, press tours, press releases, media visits, special events, and journalistic training. They strive to establish close cooperation with the media and various stakeholders to ensure that the information conveyed to the public is accurate, reliable, and able to increase public awareness. In addition, BRGM involves the local government and other stakeholders, demonstrating their commitment to work synergistically in achieving the goal of sustainable environmental conservation. Notwithstanding, BRGM has yet to conduct informal activities outside of reporting. This is in accordance with the quotes of several informants below:

“We don't have any informal activities yet, but the agenda is already there,” **(Felisitas Aurelia, Public Relations Officer, May 20, 2024).**

“Most of our joint agenda is incidental, what is planned is maybe like a seminar,” **(M. Riezko Bima Elko Prasetyo, Welfare Desk reporter, Warta Bumi, Antara National News Agency Corporation, June 14, 2024).**

“So far, the activities are incidental such as field visits, press conferences, meetings of regional officials. Activities outside of work have never been,” **(Soleh Saputra, Riau Pos Media Journalist, June 21, 2024).**

“There are no activities outside of work, only after the event after covering,” **(Erik Alfian, Prokal.co Media Journalist, June 21, 2024).**

Based on the statement above, BRGM has not yet carried out media relations activities outside of media coverage aimed at strengthening relationships. Nevertheless, the agenda for such activities already exists. During this time, interaction with the media occurs incidentally without any long-term plans for the media. In addition to the media relations activities that have been carried out, BRGM also provides several facilities as quoted by the following informants:

“The media center room is at the head office,” **(M. Riezko Bima Elko Prasetyo, Kesra Desk reporter, Warta Bumi, Antara National News Agency, June 14, 2024).**

“There are no room facilities in the field, because of the limitations, we usually go straight back to our respective offices to process the news,” **(Soleh Saputra, Riau Pos Media Journalist, June 21, 2024).**

“There are no media room facilities because we are in the field, but we are given boat facilities to go to the field, which is good for us,” **(Erik Alfian, Prokal.co Media Journalist,**

June 21, 2024).

Based on the above quote, the media center is only available at the head office located in Jakarta, so media center facilities for journalists are not available in the field or in peat and mangrove areas when covering. Despite this, BRGM provides transportation in the form of boats for media who want to cover directly in the field. The provision of this transportation aims to facilitate media access to hard-to-reach locations so that they can report on the condition of peat and mangrove ecosystems more accurately and comprehensively. In addition, there are some good reviews from the media regarding media relations with BRGM according to the following quote:

“The relationship with BRGM is closely related. As a journalist from Palembang, I am often involved in various BRGM activities, including when there is a Cooperation MoU at BRGM headquarters. This relationship is very good, based on mutual needs and services. Senior journalists know each other and continue to communicate until now. Positive impressions arise from the many interactions with BRGM public relations, which are responsive in providing the data needed and communicative in receiving input and suggestions for the management of BRGM public relations and news in the future. In terms of treatment, for example, when there is a seminar, BRGM welcomes and facilitates well, showing professionalism and respect for partners,” **(M. Riezko Bima Elko Prasetyo, Kesra Desk Reporter, Warta Bumi, Perum Lembaga Kantor Berita Nasional Antara, June 14, 2024).**

“The relationship with BRGM has been working pretty fine so far, with several BRGM agendas in Riau that always involve the media for coverage or just to get data that can be processed into news. The response and treatment given is very good, with communication between the media and public relations being smooth. If additional data is needed, BRGM provides the necessary support, including providing quality field images for journalistic purposes. The data presented about the program in Riau is very good, not only in the form of data but also a comparison of activities in areas that they have managed and those that have not. There are visible changes and differences after BRGM, with peatlands and mangroves in Riau progressing and improving from their previous damaged condition,” **(Soleh Saputra, Riau Pos Media Journalist, June 21, 2024).**

Based on the statements of several media informants above, BRGM has a very good relationship with media partners, especially in terms of collaboration and regular communication. They involve the media in various activities, both for coverage and to obtain data that can be used as news. This relationship is based on mutual needs, BRGM provides information and data needed by the media, while the media helps disseminate information about BRGM programs. Responsiveness and effective communication from BRGM's PR staff create a positive impression, with prompt provision of data and support for media needs, including high-quality field photos.

In addition, BRGM is professional in welcoming and facilitating media partners at events or seminars, showing high regard for this cooperation. The data provided by BRGM especially related to program progress very clearly shows the comparison between managed and unmanaged areas, illustrating significant progress after BRGM intervenes in peatland and mangrove management. However, there are also constructive criticisms from the media as quoted by some informants below:

“I try to avoid miscommunication or disharmony in working relationships. For

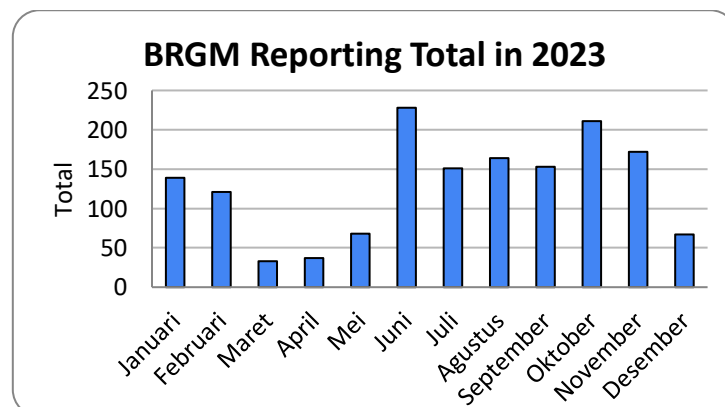
example, if dealing with an agency head who has many agendas, we should professionally convey our needs and ask for specifics. If it is not convenient, please direct them to whom we can confirm. I avoid being unprofessional and try to find solutions to who I can ask. When using data obtained in the field, we always confirm back for data validation. I have never had an agenda cancelled, but have experienced long delays of up to several hours,” (M. Riezko Bima Elko Prasetyo, Welfare Desk reporter, Warta Bumi, Antara National News Agency Corporation, June 14, 2024).

“There was an unpleasant experience related to time management where they once invited a press conference at 10 am, but it was delayed until 2 pm, and then delayed again after 2 pm,” (Soleh Saputra, Riau Pos Media Journalist, June 21, 2024).

Based on the above quote, the relationship between the media and BRGM has so far been harmonious as both parties avoid unnecessary conflict. Journalists try to convey their needs with professionalism and clarity when interacting with agency heads who have busy agendas, often asking for directions to confirm information with relevant parties. They are also committed to avoiding unprofessional practices, such as carefully validating field data. Nonetheless, there were some unpleasant experiences related to time management, such as the scheduling of a press conference that was pushed back from the set schedule, indicating the need for improved timeliness in the implementation of activities. In addition, from the BRGM side, there was no disharmony except by media that did not have clear legitimacy.

Referring to the information above, BRGM emphasized that there were no problems in its relationship with the media during its media relations. They are very concerned about the substance and validity of the data they convey to the media, and are always ready to make corrections or clarifications if needed. BRGM also respects the prevailing terms and conditions related to the results of media coverage, by respecting their editorial independence. In facing challenges in the field, BRGM actively ensures that the journalists they meet have clear legitimacy by showing valid ID cards and invitation letters. They do this to avoid situations where unauthorized individuals claim to be journalists.

The following is a summary of the news recapitulation results from BRGM's media monitoring review throughout 2023:

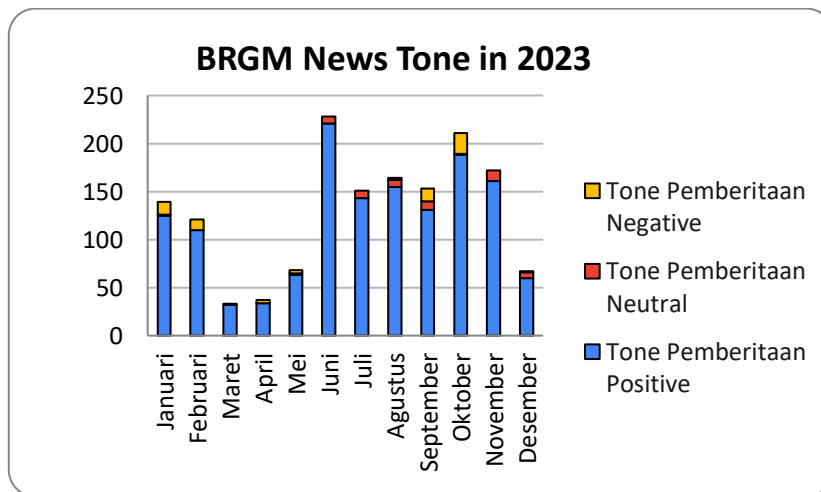


Picture 2: Media Monitoring Total News Reporting of BRGM in 2023

Source: BRGM Document

Based on Picture 2, it can be seen that the number of BRGM news reports in 2023 experienced unstable fluctuations. This reporting is an accumulation of various media covering peat restoration and mangrove rehabilitation activities, with coverage from print, online and TV media at both local and national levels. During 2023, there were a total of 1,544 news articles, with an average of 4 articles per day. Issues raised include peat restoration, acceleration of mangrove rehabilitation, and BRGM's cooperation with other ministries or institutions. Of the total news, 1,128 came from local media and 416 from national media.

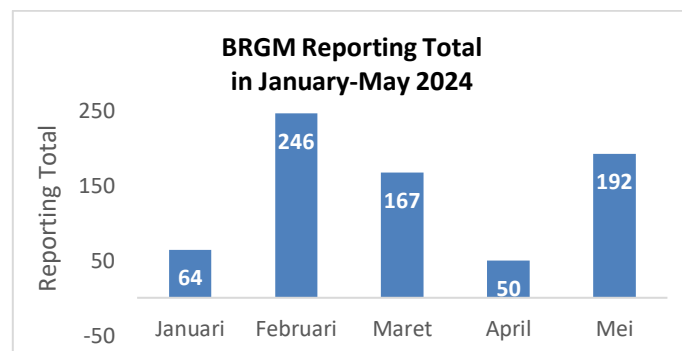
In addition to the total news reporting, there is also a recapitulation of the tone of the news obtained by BRGM during 2023, as follows:



Picture 3: Media Monitoring BRGM News Tone in 2023
Source: BRGM Document

Based on Picture 3, out of a total of 1,544 news articles obtained, 1,423 news articles have a positive tone, with topics reviewed about the benefits of mangroves in mitigating climate change, and mangrove rehabilitation activities for the community. There were 52 neutral news reports and 69 negative news reports with topics reviewed about unfinished work programs and land forest fires that still occur.

Furthermore, the following are the results of the news recapitulation from the BRGM media monitoring review for the period January–May 2024:



Picture 4: Media Monitoring Total News Reporting of BRGM in Jan–May 2024
Source: BRGM Data

Based on Picture 4, it can be seen that the number of BRGM news reports in the January–May period of 2024 also experienced unstable fluctuations. This coverage is an accumulation of various print, online and TV media at both local and national levels. During the January–May 2024 period, there were a total of 719 news articles. Of the total news, 582 came from local media and 137 from national media.

In addition to the total news coverage, there is also a recapitulation of the tone of the news obtained by BRGM in the January–May period of 2024, as follows:



Picture 5: Media Monitoring BRGM News Tone in Jan–May 2024

Source: BRGM Data

Based on the graph above, from a total of 719 news articles obtained, 658 news articles have a positive tone, 15 neutral news articles and 46 negative news articles.

Monitoring results show that BRGM news coverage is predominantly positive. More than 50% of the news was positive in tone, with communities in the intervention sites becoming active in ecosystem monitoring and maintenance activities. This was confirmed by the following informants:

“The results of BRGM media monitoring are quite good, the positive news coverage exceeds 50%. However, there are also negative reports that include dissatisfaction and conflicts between groups. BRGM cannot accommodate all communities to become implementers of activities due to the limited land area of only a few hectares and based on indicative maps that have been identified. This often leads to social jealousy.” (Sri Ratnaningsih, S.Hut., M.I.DS., M.Eng, Head of Legal and Public Relations Working Group, June 13, 2024).

“The news is generally positive, but there are still some negative ones, such as news about damage to peat and mangrove ecosystems that may be blindspots or under-publicized by us. For example, in the Sumatra region, there has been mangrove rehabilitation, but it is still considered insufficient, so there is negative news. We respond by providing a new release that mangrove rehabilitation and peat restoration have been carried out in the area,” (Felisitas Aurelia, Public Relations Staff, May 20, 2024).

“Negative news typically arises when BRGM intervention areas experience fires. BRGM explains that their intervention does not guarantee the area is free from fires. During the dry season, the land remains dry and flammable, so extinguishing fires becomes faster. In addition, there is also negative news if mangroves die due to disease,” (Dr. Ir Didy Wurjanto, M.Sc., Head of Cooperation, Legal and Public Relations Working Group, June 13, 2024).

Following the above statement, the monitoring results show that BRGM news coverage is generally positive, but there are also negative responses related to dissatisfaction, inter-group conflicts, and issues of ecosystem damage. For example, mangrove rehabilitation in Sumatra continues to be criticized despite its efforts. BRGM responded with information releases on rehabilitation and restoration efforts. The limited land area for intervention led to social jealousy, and negative feedback emerged when intervention areas experienced fires or mangrove die-offs. This shows the need for improved communication and socialization by BRGM to explain the importance of active community participation in protecting peat and mangroves.

The media focused on BRGM's achievements and efforts in mangrove rehabilitation and peat restoration. They informed the progress of activities as well as overcoming obstacles such as land limitations and technical challenges. The media highlighted BRGM's solutions such as community socialization, improved monitoring, and collaboration with other parties to address issues. The media also provided BRGM with several constructive suggestions to improve future interactions and information to the community, as follows:

“As journalists, we would like to be more active in informing BRGM's work programs planned for the future. We want a more intensive approach to handling environmental issues, where information can be disseminated quickly and precisely when there is a threat of environmental damage. We hope that BRGM can respond more responsively, at least within one day after the information is disseminated, without having to wait too long. In addition, we highlight the importance of a clear understanding of BRGM's authority, as well as reducing overlap with other agencies such as the MoEF. We also support BRGM's efforts to continue studying and addressing classic issues such as peat fires, with a focus on more proactive prevention rather than mere intervention,” (M. Riezko Bima Elko Prasetyo, Kesra Desk reporter, Warta Bumi, Perum Lembaga Kantor Berita Nasional Antara, June 14, 2024).

“A suggestion for BRGM is to involve journalists in field visits more often. Involving us directly allows us to conduct interviews with communities directly and observe changes in locations that were previously damaged and are now being managed by BRGM. This will allow us to see the changes firsthand and better illustrate the improvements in the coverage,” (Soleh Saputra, Riau Pos Media Journalist, June 21, 2024).

“Journalists should be involved more regularly so that the public is informed because environmental issues are not only damage, maybe they can cover improvements. In the past, “bad news is good news”, now we want the good news to be reported, and if possible, we should hold an agenda just to gather for sharing,” (Erik Alfian, Journalist of Prokal.co Media, June 21, 2024).

The suggestion is for BRGM to be more responsive in responding to environmental issues, such as the threat of fire damage, by clarifying and disseminating information immediately after the incident, without having to wait too long. The media also wanted more active involvement in field coverage, which would allow journalists to interact directly with communities and see the changes taking place in previously affected locations. In addition, journalists suggested that BRGM should involve them more often in field activities and provide updates on environmental improvements, rather than just focusing on damage issues. This will hopefully help change the image that “bad news is good news” to a more balanced one by publicizing the positive results and initiatives BRGM is undertaking in environmental conservation.

BRGM has been planning and implementing activities to engage with the community and the media. Future activities include a more intensive agenda and informal media engagement activities are being planned. BRGM will also implement media relations strategies to expand public outreach and increase awareness of their programs. The focus will be on enhancing existing programs, such as environmental conservation that have proven successful.

Media relations have a significant role to play in supporting BRGM's programs. Good relations with the media ensure that information about peat ecosystem restoration and mangrove rehabilitation is accurately conveyed to the public. Despite challenges such as time management and news segments, BRGM's efforts in establishing effective communication have shown positive results. A well-thought-out media relations strategy, effective implementation, and continuous evaluation are essential to increase public awareness and participation. Strong collaboration is expected to drive positive changes in sustainable environmental preservation.

Discussion

The organizational communication constitution at the Peat and Mangrove Restoration Agency (BRGM) Indonesia covers various important aspects such as organizational communication, communication channels used, information delivery procedures, and individual and team responsibilities in maintaining the smooth flow of internal and external information. This constitution aims to ensure that communication within the organization takes place effectively, transparently, and consistently, supports the achievement of organizational goals, and maintains good relationships between organizational members and external parties.

BRGM implements media relations to achieve news publications to change the mindset of the community and inform about peat and mangroves so that the community understands and participates in preventing environmental damage. In addition to using news coverage, BRGM's approach to the community is also carried out directly by embracing the villages involved, not only through physical approaches as well as in everyday life.

The constitution of organizational communication explores the way organizations are created and how they produce and reproduce themselves, describing the process of constitution as organizations are founded, structured, designed and maintained. In particular, this approach considers the discursive features and configurations that create organizations through ongoing interaction. The Communication Constitution of BRGM in the perspective of McPhee & Zaig Montréal's CCO 4 streams (McPhee & Zaig, 2009) which consist of membership negotiation, self-organization, institutional positioning, and coordination of activities or events.

- 1) Membership negotiation, involves the process by which individuals negotiate their identity and role in the organization, and contribute to building and maintaining relationships between the organization and its members. The process of negotiating membership in BRGM includes members' commitment to the organization's mission, development of clear

work routines, effective leadership, and inclusion of various parties in peat and mangrove restoration and rehabilitation efforts.

- 2) Self-organization, is the process of an organization organizing itself through rules, policies, procedures, and hierarchical structures, visible in formal documents. BRGM's organization can be witnessed in its organizational structure that involves a PR Working Group as well as regular work procedures in the implementation of media relations. BRGM organizes itself through well-defined rules, policies, and structures. Regular meetings held for planning to evaluation of media relations activities reflect the process of self-organization, where the hierarchy and responsibilities of each PR staff are clearly regulated.
- 3) Institutional positioning, are ways, strategies, and channels to connect the organization with the environment outside the organization at a macro level. BRGM uses various communication strategies and cooperation with stakeholders to connect with the external environment. The use of diverse media platforms to disseminate information on peat restoration and mangrove rehabilitation is part of BRGM's strategic efforts to be recognized in a broad environmental context. Through websites and social media, BRGM reaches out and shapes public opinion and builds external support.
- 4) Coordination of activities or events, is the process by which members of an organization collaborate to achieve a common goal. This includes task organization, conflict handling, and decision-making at BRGM. Activity coordination is governed by workflows, policies, and other rules. Work programs such as 3R and 3M and media relations activities are implemented through structured collaboration. The assignment of tasks and handling of conflicts through regular meetings reflect the process of coordinating activities, where each member contributes to achieving a common goal. BRGM coordinates its activities with local government, NGOs, and local communities to effectively carry out restoration and rehabilitation programs.

Through in-depth observations and interviews with several informants, maintaining existence is very important for the sustainability of BRGM's work programs. Communication is at the core of how BRGM is formed and run, where the structure and function of BRGM are reflected in the communication patterns that occur within it. Communication is not only a tool for transmitting information, but also a social process that shapes BRGM's identity, mission, and interaction patterns in implementing its work programs. In summary, the constitution of communication in an organization illustrates that communication is not only a tool but also the foundation that shapes and maintains the organization and its dynamics.

Media relations is a fundamental aspect in maintaining a positive relationship between an organization and the mass media, and serves as a bridge of communication with the public. This is in line with the Communicative Constitution of Organizations (CCO) principle which states that organizations are created and maintained through communication interactions. Feedback from the public through the media also provides valuable information that BRGM can use to evaluate and improve its programs.

News publications by the media have an important role in shaping public perception of BRGM's performance. Close collaboration between BRGM and the media ensures that environmental issues receive proper attention, especially for communities in peat and mangrove areas. Media relations not only disseminate information but also build community awareness and responsibility in maintaining peat and mangrove ecosystems. This supports the Communicative Constitution of Organization (CCO) theory, which emphasizes the importance of external communication in shaping and maintaining

organizational legitimacy and goals.

A comprehensive and planned media relations strategy helps BRGM achieve the goal of preserving peat and mangrove ecosystems for mutual prosperity. For media relations activities to run well, a good strategy is needed in its implementation, with good planning stages that will help the success of an institution or organization achieve its desired goals. Iriantara & Rema Karyanti (2008) asserts that the media relations strategy consists of managing relationships, developing relationship strategies, and developing networks.

In managing relationships, BRGM public relations utilizes the WhatsApp platform for information exchange with media journalists. They use WhatsApp groups to distribute press releases and other important information efficiently. However, for more in-depth and specialized communication regarding invitations to activities or collaborations, BRGM's public relations uses private messages. This strengthens a closer and more effective working relationship between BRGM and the media, maximizing the potential for collaboration and publication.

In developing a relationship strategy, BRGM public relations develops a strategy that includes planning, implementation, and ongoing evaluation. With the support of several parties and stakeholders and establishing good relationships with credible media, BRGM ensures that the information conveyed is widely disseminated and follows the target audience. Before establishing relationships and working together, BRGM conducts media selection based on page visit criteria and credibility to ensure communication effectiveness.

One of the strategies to develop the network is to build relationships with the media is very important, starting from the local to international level, because it can open network opportunities with the mass media to get effective news publications. BRGM has established good relations and cooperation with several media ranging from local, national, to international levels. BRGM has carried out various media relations activities, here are some of the activities that have been implemented to strengthen communication and cooperation between BRGM and the media, which consist of press briefings, media coverage, doorstep interviews, press conferences, press tour, press release, media visit, media center, special event, and media training.

1) Press briefing

BRGM conducts press briefings related to peat and mangrove conservation, inviting cross-ministries such as the Ministry of Marine Affairs and Fisheries (Kemenkomarves) to provide clarification on environmental issues that are often misunderstood by the public. This activity aims to explain the roles of each party, including BRGM, Kemenkomarves, and the Ministry of Environment and Forestry (KLHK), as well as how the division of tasks and responsibilities between them in maintaining and managing peat and mangrove ecosystems. Involving the media in this briefing is a strategic step to provide accurate information and clearly explain BRGM's goals and achievements in environmental conservation efforts.



Picture 6: BRGM Briefing Press
Source: <https://brgm.go.id/>

2) Media coverage

Invited media to directly cover the ceremonial launch event, including press conferences and interviews with agency representatives. BRGM held a ceremonial launch of the peat and mangrove curriculum and MoU signing with local government and stakeholders. At the ceremonial launching, BRGM was joined by the local government, the private sector, as well as institutions such as Bappenas, Kamtibmas, and Bhabinkab to show that the success of BRGM cannot be separated from the help of various parties and stakeholders involved.



Picture 7: Peat Curriculum Launching in Jambi 2023
Source: <https://brgm.go.id/>

3) Doorstop interview

BRGM held a doorstep event involving local governments, including governors, to provide updates on peat and mangrove restoration activities in the region. At this event, governors and agency heads were invited for a doorstep session with journalists. In this session, journalists had the opportunity to ask the governor and agency heads directly about the peat and mangrove restoration efforts and progress carried out in the region. This activity aims to provide transparency, answer public questions, and strengthen relationships with the media to ensure accurate and up-to-date information is delivered to the public.



Picture 8: Rakornis Doorstop Interview in Jambi 2024
Source: Dokumen BRGM

4) Press conference

BRGM together with KLHK has held a press conference to introduce the mangrove rehabilitation roadmap to the media. The press conference aimed to provide a clear understanding of the purpose and function of the roadmap. The media was invited to cover the event and get a first-hand explanation of the mangrove rehabilitation plan initiated by BRGM and supported by KLHK. On this occasion, BRGM and the KLHK explained in detail the strategies and steps to be taken in mangrove rehabilitation, as well as the expected benefits of implementing this roadmap for environmental conservation and the sustainability of mangrove ecosystems in the involved areas.



Picture 9: BRGM Press Conference in Jakarta
Source: Dokumen BRGM

5) Press tour

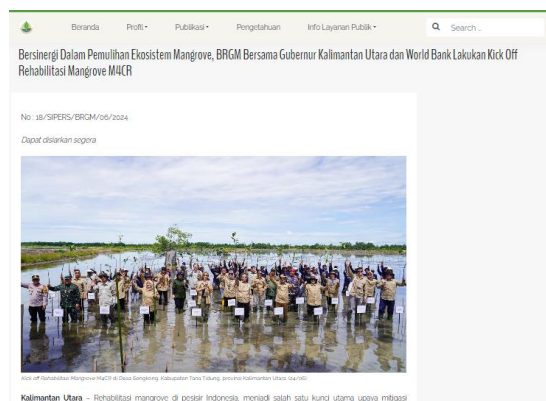
BRGM has organized several site tours attended by the agency head, along with the media, to visit peat and mangrove sites. The purpose of these field tours is to provide the media with an in-depth understanding of BRGM's condition, function and performance in conserving these ecosystems. The tours also provide an opportunity for journalists to see firsthand the challenges faced as well as the concrete efforts undertaken by BRGM.



Picture 10: Antara News Press Tour in 2023
Source: Antara Sumsel (2023)

6) Press release

BRGM launches the latest press releases and they are officially published on BRGM's website and PPID portal, as well as mirrored to their various social media platforms. In addition, BRGM also actively interacts through journalist groups spread across 13 (thirteen) priority provinces, ensuring the latest information and updates related to their releases can be conveyed appropriately and promptly to the wider community. This step aims to increase public awareness and strengthen collaboration with the media in supporting ecosystem conservation efforts.



Picture 11: BRGM Press Release
Source: <https://brgm.go.id/>

7) Media visit

BRGM conducted a media visit to iNewsTV to see firsthand how media partners process news. During the visit, BRGM got acquainted with the iNewsTV team and exchanged ideas on how to raise the issue of peat and mangroves to be an interesting topic for the public. The discussion included information packaging strategies and selection of relevant angles so that messages about the importance of peat and mangrove conservation can be conveyed effectively and attract public attention. This activity aims to strengthen the collaboration

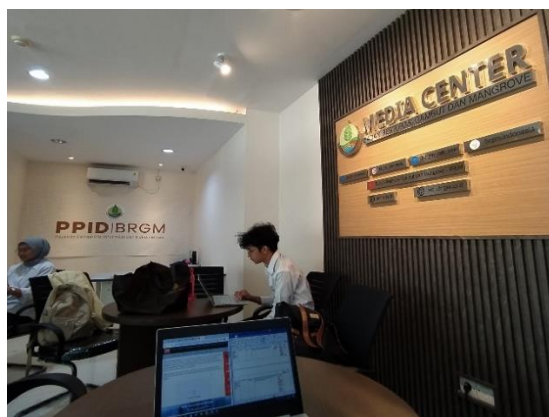
between BRGM and iNewsTV in raising public awareness of environmental issues.



Picture 12 BRGM and iNews TV
Source: https://www.youtube.com/watch?v=TWNP_jSkkeE

8) Media center

BRGM provides media center facilities for journalists to conduct interviews or news processing, although its use depends on demand. The media center is located at BRGM's head office in Jakarta, so the facility is not available in the field or peat and mangrove areas. Nevertheless, BRGM facilitates transportation in the form of boats for media who want to cover directly at the location. The provision of this transportation aims to facilitate media access to hard-to-reach areas, allowing them to report on the condition of peat and mangrove ecosystems more accurately and comprehensively.



Picture 13: BRGM Media Center
Source: Personal Footage

9) Special event

BRGM organizes and attends various special events by collaborating with the media to increase public awareness and participation in environmental conservation efforts. Some of the events that have been organized and attended include Mangrove Week, and the Environment, Climate, Forestry and New Renewable Energy (LIKE) Festival. In these events, BRGM collaborates with the media to ensure broad and in-depth coverage, so that messages about the importance of conserving peat and mangrove ecosystems can be

effectively conveyed to the public. This collaboration helps strengthen BRGM's environmental campaigns and mobilize public support through informative and engaging reporting.



Picture 14: BRGM booth at LIKE festival in 2023

Source: <https://brgm.go.id/>

10) Media training

BRGM held internal and external journalism training by inviting cross-religious organizations to train public relations officers in each religious institution. This training aims to create new journalists who can provide news feedback on peat and mangrove conditions with a religious approach. The result of this training is the birth of journalists such as Da'i Gambut and Pendeta Peduli Gambut, who are able to convey the importance of conserving peat and mangrove ecosystems in a religious context to their communities. Thus, the message of environmental conservation can be conveyed more widely and effectively, involving various segments of society through more diverse perspectives.



Picture 15: BRGM Journalism Training in 2024

Source: <https://brgm.go.id/>

The relationship between BRGM and the media is very good, especially in collaboration and communication. BRGM is quite active in involving media partners in various activities, from coverage to the use of data for news making. Positive impressions arise from the responsiveness and effective communication of BRGM's PR staff, who are prompt in providing data and supporting media needs, including by providing quality field images. BRGM is also professional in welcoming and facilitating media partners in events or seminars, showing high regard for this cooperation. Although there were

some challenges related to time management in the event schedule, the relationship remained harmonious as the media avoided conflict with BRGM.

Evaluation activities carried out by BRGM are only internal evaluations through regular meetings after carrying out media relations activities, while external evaluations were previously carried out but are no longer. The Peat and Mangrove Restoration Agency (BRGM) has successfully carried out various media relations activities aimed at increasing public understanding and participation in the conservation of peat and mangrove ecosystems. Through close collaboration with mass and social media, BRGM has managed to obtain more than 50% of news coverage with a positive tone about their programs. This reflects success in communicating achievements as well as challenges faced, such as criticism related to mangrove rehabilitation in some areas.

BRGM's media relations have also been proven effective in building good relationships with journalists, who often provide positive feedback from local communities about the benefits of the restoration programs. For example, in villages such as Catur Rahayu and Pandan Sejahtera, the community's active participation in ecosystem monitoring has increased once they understand the positive impacts of BRGM's efforts. Good relations with the media have helped BRGM to overcome challenges in informing its work programs. By maintaining open and responsive communication, and increasing active community participation, BRGM can strengthen their efforts in maintaining the sustainability of peat and mangrove ecosystems.

Conclusion

From the results of the research and discussion above, it can be concluded that BRGM faces the challenge of a lack of public awareness of the environment, so it uses an effective communication strategy to change the mindset of the community and invite active participation. BRGM's communication strategy involves reporting through various media and direct approaches to the community. BRGM implements media relations with regular meetings for planning to performance evaluation. Although BRGM's existence has not been maximized, efforts to increase news publications continue. BRGM's communication constitution shows that communication is the foundation that shapes and maintains an organization's identity, mission, and interaction patterns.

In the media relations strategy, BRGM has established positive relationships with the media and the community, ensuring transparency and accountability of the ecosystem restoration program. Based on the Communicative Constitution of Organization (CCO) principle, BRGM uses internal and external communication to shape organizational identity and goals. External collaboration with mass media ensures environmental issues receive attention, raising awareness and community participation. BRGM's strategy includes communication management through WhatsApp, local to international media networks, and various media activities such as press briefings, media coverage, doorstep interviews, press conferences, press tours, press releases, media visits, media centers, special events, and media training. Success is reflected in more than 50% positive coverage and awards as an Informative Public Agency. Despite the challenges of issue handling and time management, BRGM continues to evaluate and improve its communication strategy to strengthen efforts to accelerate the restoration of peat and mangrove ecosystems.

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Book

Format: Author. (Year of publication). *Book Title*. Edition (if any). Place of publication: Publisher.

Example:

Ritcharoon, P. (2016). *Principles of measurement and evaluation*. Bangkok: House of Kermyst.

Yamane, T. (1967). *Statistics: An introductory analysis* (2nd ed.). New York: Harper and Row.

Journal or Magazine

Format: Author. (Year of publication). Title of Article. *Journal Title*, Volume (Issue), Page numbers.

Example:

Wattanakamolkul, P. (2018). Discussion on the Situation and Reflection of Chinese Vocabulary Teaching In Thai Universities. *Chinese Journal of Social Science and Management*, 2(2), 80–91.

Rabbani, M., Aghabegloo, M. & Farrokhi-Asl, H. (2016). Solving a bi-objective mathematical programming model for bloodmobiles location routing problem. *International Journal of Industrial Engineering Computations*, 8(1), 19–32.

Dissertation or Thesis

Format: Author. (Year of publication). *Title of dissertation or thesis*. Doctoral dissertation or Master's thesis, University.

Example:

Darling, C. W. (1976). *Giver of Due Regard: The Poetry of Richard Wilbur*. Ph.D. Thesis, University of Connecticut, USA.

Koufteros, X. A. (1995). *Time-Based Manufacturing: Developing a Nomological Network of Constructs and Instrument Development*. Doctoral Dissertation, University of Toledo, Toledo, OH.

Website /Electronic Documents

Format: Author. (Year of publication). *Title*. Retrieved....., from URL Address

Example:

Department of Land Transport. (2013). *Transport statistics report in 2013*. Retrieved May 20, 2015, from http://apps.dlt.go.th/statistics_web/brochure/statreport113.pdf

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Conference Proceeding Article/Documents

Format: Author. (Year of publication). Title of Article. In Title of Editorial (Editorial). *Title of conference and seminar proceedings (Pages.)*. Place of publication: Publisher.

Example:

Biswas, M. (2008). Confirmatory Factor Analysis of Iso Ahola's Motivational Theory: An Application of Structural Equation Modeling. *Conference on Tourism in India - Challenges Ahead (pp. 177-188)*. Kozhikode: Indian Institute of Management Kozhikode.

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Newspaper Article

Format: Author. (Year, Month Date). Title of Article. *Title of Newspaper*, Pages.

Example:

Di Rado, A. (1995, March 15). Trekking through college: Classes explore modern society using the world of Star Trek. *Los Angeles Time*, p. A3.

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Interview

Format: Author. (Year, Month Date). *Interview*. Position. Dept.

Example:

Chueathai, P. (2017, January 30). *Interview*. Vice President. Rajamangala University of Technology Lanna.

Saiwanich, S. (2017, January 31). *Interview*. Vice Governor. Tak province.

