

The Analysis of Campaign Media of the Green Environment Movement through the Hydroponics Program

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ABSTRACT: Nowadays, campaign activities can run effectively and efficiently if they are supported by appropriate communication media. Communication media has experienced very rapid development. Communication media has not been limited to print and audio-visual media only, but social media has also developed which is currently often used as a campaign media. The importance of social media to practitioners of communication, especially in the field of Public Relations, cannot be denied. Social media has become one of the vital media used by Public Relations in various organizations, considering that social media can improve organizational relations with the target audience. Based on this condition, the study composes a journal entitled *the Analysis of Campaign Media of the Green Environment Movement through the Hydroponics Program*. This study method is a qualitative descriptive approach. The results of the study show that the green environmental movement campaign through the hydroponics program used social media such as Facebook. But the Military District (KODIM) 0503 West Jakarta has not yet created a special Facebook account related to the campaign activity. Besides using social media, KODIM 0503 West Jakarta also complemented the media campaign by providing outdoor media such as banners and Sustainable Food Houses. The Sustainable Food House aimed to illustrate how to plant well and properly with the community. The message approach through visualization became a more effective message processing strategy to generate behavioral changes and motivations to carry out farming activities with the hydroponics technique. Therefore the writer suggested that KODIM 0503 West Jakarta create special accounts such as Facebook, Instagram, and YouTube channels that publish green environmental movement campaign programs through this hydroponics program. Social media of Facebook, Instagram and YouTube are recommended to be used by KODIM 0503 West Jakarta, because in that media we can upload images and videos easily. In addition, through the process of uploading information into social media, KODIM 0503 West Jakarta will see comments from the public, so that they can evaluate the program based on public inputs.

KEYWORDS: media, campaign, hydroponics program

I. INTRODUCTION

Nowadays, the growth of big cities in the world is getting denser. This certainly affects the quality of the living environment. Jakarta as the capital city of Indonesia certainly does not avoid the problem of population density. This condition resulted in a decrease in the quality of green open space caused by changes in the area of land use. Of course this condition affects the physical condition and the deteriorating quality of the environment. One of the drivers of increasing development is the increasing socio-economic needs due to population growth. This then has implications for a housing environment that is increasingly narrow and densely populated which has an impact on decreasing the quality of health.

The low quality of the environment is influenced by various factors including the rapidly increasing world population, unplanned industrialization, pesticides, the use of chemicals, and damage to people's subconscious (Konur&Akyol, 2017: 2109). This is also in accordance with the opinion of McHarg (1971) that urban areas that are densely populated are relatively susceptible to physical, social and mental illness. Increased density also correlates with social pressure, which also increases the risk of heart and kidney disease. Panjaitan et al. (2011) added, other health problems that also arise due to air pollution are respiratory problems, irritation, and even cancer (Shahadah, 2017: 180).

To overcome this problem, certainly a collective effort from various parties is needed to create a clean and green environment. This is what underlies the initiation of a farming program using the hydroponics method. As the organizer of the program to cultivate hydroponics methods, the Military District (KODIM) 0503 West Jakarta also realized that its efforts needed the support of various parties, especially the community. This is what underlies the Military District (KODIM) 0503 West Jakarta trying to campaign the program massively through various communication media.

The selection of the hydroponics farming program is done because the Indonesian Armed Forces hope to help create a green, healthy environment and a symbol of efforts to support national food security. These ideals are in line with YudoHusodo's (2003) statement that Indonesia is one of the countries with a level of food security that is not very encouraging. This is due to Indonesia's dependence on the supply of foreign food which is quite substantial (Armawi, 2009: 78).

In addition, this program is in line with the direction of government policy, where Indonesia under the leadership of President Jokowi invites all elements to be actively involved in overcoming environmental problems. Quoted in *kompas.com* on Wednesday, August 2, 2017 at least President Jokowi gave four types of awards to individuals, groups, heads of regions and schools that participated in protecting the environment. There are four awards given, namely Kalpataru, Adipura, Adiwiyata and Nirwasita Tantra. In addition, the Indonesian Armed Forces (TNI) are increasingly active in carrying out various campaign programs and environmental sustainability movements. West Jakarta Dandim 0503 Lieutenant Colonel InfWahyuYudhayana said that all TNI soldiers do have to participate in developing plantations and agriculture as ordered by TNI Commander General GatotNurmantyo.

But the goal of maintaining environmental sustainability is not a seasonal trend that is only highlighted as short or medium-term initiatives for environmental sustainability is a long-term goal, which requires direction, champions, financial means and support from stakeholders over a period of time (Hamid et al. 2016: 484). Therefore, it requires a design and campaign strategy that can touch the sensitivity of the community in order to be able to work together and provide real support and participation. Thus the process of identifying audiences is needed. How to arrange campaign messages, how to choose a campaign method and how to choose the right media to deliver campaign messages are very important.

To be able to run a campaign effectively and efficiently, it certainly requires the right communication media. At present communication media has experienced very rapid development. Communication media has not been limited to print and audio-visual media only, but social media has also developed which is currently often used as a media campaign. The importance of social media as practitioners of communication, especially in the field of Public Relations, cannot be denied. Nowadays social media has become one of the vital media used by Public Relations in various organizations, considering that social media can improve organizational relations with the target audience. Social media and Public Relations are in natural symbiosis and are interrelated (Allagui, and Breslow, 2015: 2).

The communication media in campaign activities is a very important element to be prepared and selected appropriately. Based on the description presented in the introduction, the writer focused this study on the media analysis of the green environment movement campaign through the hydroponics program carried out by the Military District (KODIM) 0503 West Jakarta. The purpose of this study is to analyze and describe the various socialization media used, as well as how to implement the media to support the success of the green environmental movement campaign program through hydroponics programs in the community for urban residents.

II. LITERATURE REVIEW

2.1 Public Relations

Public relations can be said as a management tool designed to build support for various internal and external companies. In addition, public relations is also needed to build a positive image of the company through various publicity activities and communication with various stakeholders (Rivero & Theodore, 2014: 21). In addition, public relations is generally associated with communication activities designed to create and maintain the optic and good relations of the organization with the public (Prindle, 2011: 32).

The PR roles that can be explained are: 1) Technician Communication. Here the role of public relations is considered as the technical executor of communication. Therefore PR must be able to write and edit newsletter campaign activities, write news releases and campaign features, develop web content about campaign information, create campaign communication media and handle media contacts, 2) Expert Preciber Communication. PR is considered an expert person. PR must be able to provide input to the leadership regarding how this campaign process can be done well, 3) Communication Facilitator. PR must be able to communicate campaign messages to the public. Both internal and external public, and 4) Problem Solving Process Facilitator. PR must be able to be a facilitator and problem solving process. PR involves and is involved in management (crisis) (Yuliawati and Irawan, 2016: 211).

Public relations as a management and communication discipline needs to understand that it is strongly influenced by information and communication technology, especially in the past decade. Today Public Relations must be dealt with with digital media, social media and cell phones. These media are part of the work section that will become one of the drivers of new work in the scope of work of Public Relations. (Vercic et al. 2014: 1). This means that in any activity, public relations must be skilled in utilizing various types of media, including in campaign activities.

2.2. Public Relations Campaign

Johnson-Cartee and Copeland (1997) stated that campaign activities include: 1) Pre-campaign, it is problem identification, compiling campaign objectives. According to Ostergaard (2002) that needs to be achieved "3A" i.e. awareness, attitude, and actions. These three aspects are interrelated and are the target of influences, 2) Management of the campaign is the management of the campaign starting from the design, implementation, to evaluation. At this stage of management the entire contents of the campaign program are directed at equipping and influencing aspects of the knowledge, attitudes and skills of the target audience. These three aspects are prerequisites for behavior change, 3) The evaluation process is a systematic effort to assess various aspects related to the implementation process and the achievement of campaign goals (Tyas, et al 2017: 59-61). Then another opinion stated that in general, there were three objectives of the public relations campaign: (1) information, (2) motivation, and (3) behavior. Furthermore, the three stages are sequential activities and the process allows feedback as a benchmark that can be used as a parameter of the success of a campaign activity (Michaelson, Wright, Stacks, 2012: 6).

To achieve campaign goals, the communication strategies of campaigners are facilitated by the existence of social media in communication activities. Social media can function as a network agent and window for criticism and suggestion space. (Rowe and Pitfield, 2018). Implementation of social media campaigns can be beneficial to the company because of the benefits provided by this campaign: firstly, more people can be reached in a shorter period of time. Thus, many consumers can be reached because of the broad penetration of social media and thus receive information about products (new) company. Secondly, the spread of positive words through social networks can influence the decisions of potential customers and may increase their purchase intention. (Baum et al. 2018: 1)

In addition, Public Relations practitioners can prove efficiency to the extent that they succeed in optimizing their communication with the public in facilitating two-way communication. Through two-way communication, public relations can analyze how well and how satisfied participants are for their participation and involvement in the program, so that it can run in the long term. (Petrovici. 2014: 82)

2.3 Environmental Communication

Scientific evidence about the state of global warming shows that the situation is now terrible, and we are very close, or exceeding an irreversible critical climate threshold for more than 1,000 years. This situation demands that various parties need to move to deal with global warming. To overcome this problem, one solution is to design and conduct environmental communication that can build the collective awareness of the world's citizens in overcoming this problem (Brulle, 2010: 83).

Oopen and Hamacher explained that environmental communication is a planned and strategic communication process used by media products to support effective policy making, community participation and project implementation directed at environmental sustainability. An environmental communication involves a two-way interaction of a social process that allows the person concerned to understand certain environmental factors and interdependencies. They also respond to problems in a better way by using this method (Puji Lestari et al: 56: 2016). Environmental communication can be realized with campaign activities aimed at educating the public by expanding public knowledge often relying on asymmetrical public relations tactics. Tactics that can be used through controlled media use (in the form of advertisements, websites, direct mail, newsletters, and public service announcements) and uncontrolled media (such as media releases, opinion pieces, and publicity from events). (Henderson, 2005: 122)

Furthermore Robert (2010) argues that environmental communication is a pragmatic and constructive media to provide understanding to the public about the environment. Therefore a message packaging strategy is needed in certain communication media, this is so that public awareness and participation grows in environmental management. The main communicator in environmental communication is the government and non-government organizations that are committed to environmental management (Herutomo, 41: 2013). Fatonah (2008) argues that environmental communication is one part of sustainable development communication by using various efforts and methods and techniques for delivering ideas and skills from those who initiated development aimed at the wider community so that the community can understand, receive and participate (Herutomo, 40 : 2013).

Environmental communication analyzed in this study is related to the activity of cultivation with hydroponicss. This is due to the limited available land in urban complexes. It is not yet popular in people's knowledge about optimizing the benefits of farming even though the extent is limited. Limited information about hydroponicss which not only functions to make use of the narrow but also at the same time can improve nutrition and family welfare. Planting without soil means changing the way plants are supplied through irrigation, but that does not mean that plant needs can be eliminated or reduced. The same is true for the needs of plants for light and temperature. Plants need light, temperature and humidity according to the original. This needs to be considered considering that the farmer will not grow well without light and the temperature that suits his needs (Pipi at all, 2017: 73).

Plants that will be transferred to the hydroponics media first, the roots of the plant are cleared of soil particles that are attached. Cemeteries must be carried out very carefully, and all soil particles attached to the roots are cleaned (Lingga, 1984). Washing should be done in running water and not to damage the soft roots (Soeseno, 1985). After the roots are cleaned, carefully planted in the inner container. Spread enough media to cover the roots of the plant. Many advantages possessed by hydroponics cultivation systems compared to soil cultivation. Hasyim (1984) states that hydroponics cultivation systems are cheaper and practical. The possibility of plants dying is very small, because food is guaranteed. Besides that fertilizer use is more controlled and more efficient (Pipi at all, 2017: 73).

III. RESEARCH METHODOLOGY

The method used in this study was a qualitative method with a single case study design. A single case study has three rationalizations. Firstly, when the case states an important case in testing a well-prepared theory, Secondly, cases present an extreme or unique case, and thirdly is a case of disclosure (Yuliawati& Irawan, 2018: 29). The uniqueness of this study was the initiation of the use of social media as a campaign media which is initiated by the public. After getting input from the public, as well as many publics who socialized this campaign on social media, then KODIM 0503 West Jakarta was seriously working on media campaigns in stages.

The technique of collecting data through interviews with relevant speakers and involved in the media planning process to the use of media campaigns. In addition, The writer also collected data through field observations. This study was supported by secondary data obtained from offices, books, (literature) or reports, media coverage, documentation of campaign activities, websites, and photos.

The selection of speakers in this study used a purposive technique, where the writer considered the resource persons with certain considerations, one of which was involvement in the case under study, or understanding of the conditions under study. Selected speakers included West Jakarta District Deputy 0503 Dept. SertuRasyidi who served as the Field Coordinator for the management of Hidroponics and Aquaponics at KODIM 0503 West Jakarta, and the second speaker was Lt. Col. Kav Andre Henry Masengi who currently serves as Commander of West Jakarta Dandim 0503.

Data analysis techniques according to Miles and Huberman include three activities together: data reduction, data presentation, and conclusion (verification). Then to determine the validity of the data, the writers conducted triangulation techniques. Triangulation is a technique of checking data that uses something else outside the study data for checking or comparison purposes. Denzin distinguishes four types of triangulation as examination techniques that utilize the use of resources, methods, investigators and theory (Irawan, 2018: 118). The triangulation technique used in this study is triangulation of data and sources. Through this technique, the writer compared the results of interviews with supporting data, then for source triangulation, the writer compared and checked the degree of trust in information obtained by: (1) comparing observational data with interview data (2) comparing the consistency of the answers of the informants, namely by comparing what the public speaker said, for example, with what was said personally (3) comparing a person's perspective, with other people in his work team.

Referring to this opinion, in this study the writer conducted a process of checking the validity of the data by preparing a technique of comparing and checking the degree of trustworthiness of information obtained by: (1) comparing observational data with interview data (2) comparing the consistency of the answers of the informants that is by comparing what is said by the public speaker for example, with what is said personally (3) comparing one's perspective, with other people in the work team (Kusuma,2018: 53).

IV. DISCUSSION

To spread campaign messages massively to urban communities certainly has its own challenges. With this healthy environmental campaign, it is hoped that public awareness will begin to grow and be moved to organize the environment. McHarg (1971) states that population density can reduce the quality of public health. This is as stated by mentioning that in cases in urban areas, poor people are concentrated in relatively small areas surrounding the commercial center. This area is relatively in the diseased city, but cannot claim that poverty (economy) is an explanation of physical, social and mental illness. Health in urban areas is generally due to overcrowding. Uncontrolled population density causes sprawl which has an impact on several diseases such as stress. Increased density also correlates with social pressure, which also increases the risk of heart and kidney disease.

The environmental communication analyzed in this study is related to the activity of cultivation with hydroponics. This is due to the limited available land in urban complexes. It is not yet popular in people's knowledge about optimizing the benefits of farming even though the extent is limited. Limited information about hydroponics which not only functions to make use of the narrow but also at the same time can improve nutrition and family welfare. Planting without soil means changing the way plants are supplied through irrigation, but that does not mean that plant needs can be eliminated or reduced. The same is true for the needs

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After getting an explanation regarding this hydroponics method, of course we understand that this concept is very relevant to be applied in urban areas. Therefore, the involvement of the whole community is very important. To be able to campaign the green environment campaign movement through this hydroponics program, KODIM 0503 West Jakarta was assisted by students using Facebook social media. In principle, the community was especially the students who initiated the use of these two social media as a means of campaigning for the green environment. After the publication of this activity, various media slowly and surely reported the campaign for the green environment movement program in supporting national food security through the activities of farming with this hydroponics technique. The writer saw that KODIM 0503 West Jakarta needed to package the message better, and spread it using a variety of media that were more varied.

The results showed that KODIM 0503 West Jakarta was not optimally used in social media. At present various institutions should be aware of the importance of social media. This is as explained by Allagui and Breslow (2015: 2) that currently social media has become one of the vital media used by Public Relations in various organizations, given that social media can improve organizational relations with the target audience. Social media and Public Relations are in natural symbiosis and interrelated.

Furthermore Kaplan and Haenlein (2010) explained that social media can be grouped into several major sections: 1) Social Networks, social media to socialize and interact (for example: Facebook, MySpace, hi5, Linked in, bebo), 2) Discuss, social media that facilitates groups of people to chat and discuss (for example: google talk, yahoo! M, skype, phorum), 3) Share, social media that facilitates us to share, among others files, videos, music (youtube, slideshare, feedback, flickr, crowdstorm), 4) Publish, (wordpress, wikipedia, blog, wikia, digg), 5) Micro social media blogs that interact and socialize but there are limits to the number of letters written (twitter, plurk, pownce, twirx, plazes, tweetpeek).

Seeing the enormous features and functions of social media, of course, it is highly recommended to KODIM 0503 West Jakarta to manage optimizing the use of social media based on their functions. Considering the use of social media as a campaign media is very cheap, it is recommended that KODIM 0503 West Jakarta manage various existing social media accounts. This is because of the more social media is used the wider potential target segmentation of the audience we get.

The next finding was that besides using social media Facebook, KODIM 0503 West Jakarta also tried to strengthen the campaign message through message visualization by establishing Sustainable Food Houses in a number of flats in West Jakarta. In addition to providing a demonstration of how hydroponics techniques are managed in a sustainable food house, BABINSA also intensely socializes this program by providing explanations supported by media such as banners to explain the stages and steps in implementing hydroponics techniques in their respective environments.

It can be concluded that through this illustrative medium in the form of a Sustainable Food House, KODIM 0503 West Jakarta tried to illustrate how easy it was to plant the hydroponics technique, as well as provide illustrations of how to plant well and correctly in the community. The message approach through visualization became a more effective message processing strategy to generate behavioral changes and motivation to carry out farming activities with hydroponics techniques.

Channels or communication media is an important thing to note, according to Schramm (1973) that the channel is any intermediary that allows messages to recipients (Venus, 2009: 84). Therefore this channel or media needs to be considered and selected based on the characteristics of the audience and the message from the campaign. The thing that needs to be developed by KODIM 0503 West Jakarta is to add a variety of campaign media, so that the audience can be reached more widely. In addition to creating its own media campaign, KODIM 0503 should strengthen media relations activities as part of policy and tactics in gaining publicity from the media.

Then regarding to publication through electronic, print and online media, it should be recognized that KODIM 0503 West Jakarta was still in the process of being developed. So far KODIM has not created a website, social media, or youtube channel specifically used as a publication and communication media from this campaign activity. In the future it is necessary to develop communication media that can reach all audiences, especially those in the West Jakarta region. The existence of online media is certainly an opportunity for

KODIM to be able to use it as a publication media, considering that the characteristics of online media tend to be easier, cheaper, and currently being dominated by all levels of society. This is very relevant, considering that West Jakarta residents are relatively easy to access the internet.

V. CONCLUSION

From this study it was found that the green environmental movement campaign program through the hydroponics program used social media such as Facebook. But KODIM 0503 West Jakarta has not yet created a special Facebook account related to the campaign activity. Besides using social media, KODIM 0503 West Jakarta also complemented the media campaign by providing outdoor media such as banners and Sustainable Food Houses. The Sustainable Food House aims to illustrate how to plant well and properly with the community. The message approach through visualization became a more effective message processing strategy to generate behavioral changes and motivation to carry out farming activities with hydroponics techniques.

Referring to the results of the study, the writer suggests that KODIM 0503 West Jakarta create special accounts such as Facebook, Instagram, and YouTube channels that publish green environmental movement campaign programs through this hydroponics program. Social media of Facebook, Instagram and YouTube are recommended to be used by KODIM 0503 West Jakarta, because in that media we can upload images and videos easily. In addition, through the process of uploading information into social media, KODIM 0503 West Jakarta will see comments from the public, so that they can evaluate the program based on public inputs.

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