

Strategi Kampanye Public Relations untuk Brand Image Ramah Lingkungan: Analisis Gerakan #BijakBerplastik Danone-AQUA = Public Relations Campaign Strategy for an Environmentally Friendly Brand Image: Analysis of the Danone-AQUA #BijakPlastic Movement

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Abstrak

Peran kehumasan menjadi fungsi penting dalam berbagai brand perusahaan, tak terkecuali perusahaan fast moving consumer goods (FMCG). Praktisi public relations dapat meningkatkan citra dan kesadaran publik terhadap brand dan pesan di dalamnya, salah satunya melalui kampanye dengan metode storytelling terkait komunikasi lingkungan. Danone-AQUA, brand air minum dalam kemasan (AMDK) menjadi salah satu brand yang menggunakan praktek public relations dalam menjalankan kampanye ramah lingkungan melalui gerakan #BijakBerplastik. Penelitian kualitatif yang dilakukan dengan metode studi analisis dokumen melalui website, media sosial, dan kampanye Danone-AQUA ini bertujuan untuk mendeskripsikan bentuk kampanye untuk brand image perusahaan. Data yang dipilih adalah unggahan sorotan dari Instagram AQUA @sehataqua. Analisis dilakukan dengan mengkaji kampanye gerakan #BijakBerplastik yang sarat akan komunikasi lingkungan, yaitu isu sampah plastik, isu daur ulang, dan isu keberlanjutan. Pesan kampanye public relations gerakan #BijakBerplastik berhasil meraih berbagai penghargaan dan sukses menanamkan brand image Danone-AQUA sebagai perusahaan berkelanjutan.

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Public relations is an important function in various corporate brands, including fast-moving consumer goods (FMCG) companies. Public relations practitioners can increase public image and awareness of the brand and its messages through storytelling campaigns related to environmental communication. Danone-AQUA, a brand of bottled drinking water (AMDK), is one of the brands that use public relations practitioners in carrying out environmentally friendly campaigns through the #BijakBerplastik movement. Qualitative research conducted using document analysis study method through websites, social media, and the Danone-AQUA campaign aims to descriptively elaborate the type of campaigns on the company's brand image. Collected data are highlights from AQUA'S Instagram @sehataqua. The analysis was carried out by examining the #BijakBerplastik movement campaign, full of environmental communication, which were discussing plastic waste, recycling, and sustainability. The message of the public relations campaign for the #BijakBerplastik movement has won various awards and has succeeded in instilling the Danone-AQUA brand image as a sustainable company.