

# Collaborative Action as Strategy in “Global Climate Strike” Campaign of Greenpeace Indonesia

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## Abstract

Numerous environmental Non-Government Organizations (NGOs) have led climate change campaigns. Many of these campaigns were developed in collaboration with other organizations and institutions concerned with environmental issues. As a globally affiliated environmental NGO in Indonesia, Greenpeace Indonesia actively engages in regular climate change campaigns. This study investigates Greenpeace Indonesia's use of collaborative actions as a strategy in their ‘Global Climate Strike’ campaign. Utilizing the Planning, Organizing, Actuating, and Controlling (POAC) communication strategy concept, the study explores how these collaborative actions are implemented at each stage. A qualitative research approach was employed, with data collected through in-depth interviews. The findings reveal that Greenpeace Indonesia engages in collaborative actions at every stage of POAC, involving other environmental NGOs, civil society groups, Islamic boarding schools, schools, universities, musicians, and artists in developing campaign strategies. The campaign was designed to be informal and enjoyable, featuring music festivals and talk shows, to encourage the participation of many young people.

**Keywords:** POAC, Collaborative Action, Global Climate Strike, Campaign, Greenpeace Indonesia

## Abstrak

Kampanye mengenai perubahan iklim banyak dilakukan oleh Non-Government Organization (NGO) lingkungan. Beberapa di antaranya dilakukan dengan cara berkolaborasi dengan organisasi dan lembaga lain yang juga concern terhadap isu lingkungan. Sebagai salah satu NGO lingkungan di Indonesia yang berafiliasi global, Greenpeace Indonesia aktif melakukan kampanye rutin terkait perubahan iklim. Penelitian ini mengkaji bagaimana Greenpeace Indonesia melakukan aksi kolaborasi sebagai strategi dalam kampanye Global Climate Strike yang mereka lakukan. Dengan menggunakan konsep penyusunan strategi Planning, Organizing, Actuating, Controlling (POAC), penelitian ini mengkaji bagaimana aksi kolaborasi dilakukan di setiap tahapan tersebut. Pendekatan penelitian yang digunakan adalah kualitatif dengan metode pengumpulan data melalui wawancara mendalam. Hasil penelitian menunjukkan bahwa aksi kolaborasi dilakukan oleh Greenpeace Indonesia di setiap tahapan POAC. Mereka melibatkan NGO lingkungan lain, kelompok masyarakat sipil, pesantren, sekolah, kampus, dan musisi serta seniman untuk menyusun strategi kampanye. Strategi kampanye dibuat secara informal, fun, dan dengan mengadakan festival music serta talkshow. Hal ini dilakukan untuk mengajak banyak anak muda agar terlibat dalam kampanye mereka.

**Kata Kunci:** POAC, Aksi Kolaborasi, Global Climate Strike, Kampanye, Greenpeace Indonesia

## CoverAge

Journal of Strategic  
Communication

Vol. 15, No. 1, Hal.1-114

September 2024.

Fakultas Ilmu Komunikasi,  
Universitas Pancasila

Accepted July 4, 2024

Revised August 5, 2024

Approved September 2, 2024

## INTRODUCTION

Nowadays, climate change has become a concern in many countries around the world. Changes in world climate conditions triggered by global warming due to high greenhouse gas emissions have had an impact on many countries. In general, the impacts that are immediately felt are rising global temperatures, changes in weather conditions, ecosystem degradation, and loss of biodiversity (Abdillah et al., 2024). Indonesia is one of the countries that directly feels the impact of climate change. The 'Climate Risk Country Profile' report released by the World Bank Group (2021) noted several impacts of climate change in Indonesia, including heat waves, drought and fire risks, floods, rising sea levels, and cyclones. Therefore, it is important to inform the public about the impacts of climate change so that the public knows and takes action to adapt and mitigate climate change.

To encourage people participation in the climate change movement, the role of all social actors is needed. One of the important actors is civil society and NGOs. Campaigns to communicate climate change issues are actively conducted by NGOs in Indonesia, both at the national and local levels. There are many NGOs that focus on climate change issues and make several movements. Samnuzulsari et al., (2021) studied the strategic role of several civil societies in handling climate change issues in Riau, Sumatera Island. Riau is an area that often experiences disasters, especially wildfires, whose pollution produces high carbon emissions. In addition, Rijal (2020) researched the role of NGOs in the 'Earth Hour' movement in Malang city, East Java. Other researchers examined other NGOs that actively make a communication campaign about climate change issues, such as Extinction Rebellion Indonesia (Junaidi & Syaifurrahman, 2022; Natasha, 2021; Ginanjar & Mubarak, 2020), Teens Go Green Indonesia (Prastika et al., 2023), and Jeda Iklim (Suryanah et al., 2022).

Several movement initiatives conducted by NGOs aim to invite the public to be aware and care

about maintaining the sustainability of the earth. As an environmental NGO with global affiliations, Greenpeace Indonesia is also active in communicating environmental issues in Indonesia. This study chose Greenpeace Indonesia as the object of research because they have many environmental campaign programs and have a lot of followers on social media. Greenpeace has various environmental campaigns that are held every year, such as actions to save forests from deforestation (Kurnianto & Kusumalestari, 2016; Virgy et al., 2020; Rahman et al., 2023; Khairani & Iskandar, 2022), air pollution campaigns (Ruhiat & Heryadi, 2019; Al Hakim & Padmi, 2022), digital literacy campaigns (Maryam et al., 2021), and reduce plastic campaigns (Sari et al., 2022; Priliantini et al., 2020).

One of Greenpeace Indonesia's routine campaign programs is the "Global Climate Strike." This initiative aims to raise awareness about the severe impacts of climate change. Research by Pramana et al., (2021) and Yasmin and Mayangsari (2021) analyzed the Instagram content of Greenpeace's campaign messages on climate change. Greenpeace employs the term "climate crisis" to emphasize that current climate conditions have placed the Earth in a state of emergency, highlighting the urgent need for community involvement in mitigation and adaptation efforts. While these studies focus on how Greenpeace Indonesia's messages are interpreted, this study will explore a different aspect: the perspective of the communicator who create the message.

The "Global Climate Strike" campaign by Greenpeace Indonesia can be analyzed through the communication strategy model, which involves planning, organizing, implementing, and evaluating the campaign. While previous studies highlight the active participation of various NGOs and civil society groups in climate change advocacy, such as Extinction Rebellion, Jeda Iklim, and Teens Go Green, they do not explore the collaboration between these groups in their campaigns. However, cooperation and collaboration are valuable appro-

aches in environmental awareness efforts (Alamsyah & Sumarni, 2024; Marchelina et al., 2024). A strategic and collaborative campaign can produce positive results. This study, therefore, aims to investigate how Greenpeace Indonesia employs the POAC strategy model in executing the "Global Climate Strike" campaign?

## LITERATURE REVIEW

According to Rogers, as cited in Cangara (2017), a communication strategy is a design aimed at changing human behavior on a large scale through new ideas. Another definition describes communication strategy as a blend of optimal elements from communication components, including communicators, messages, channels (media), receivers, and effects. All designed to achieve the most effective communication outcomes (Cangara, 2017). Additionally, Effendy (2018) defines communication strategy as the integration of communication planning and management to meet set objectives. From these definitions, it is clear that communication strategy planning encompasses the fusion of both communication planning and management processes.

### POAC Strategy and Collaborative Campaign

When creating a message, it's crucial to consider the communication strategy. To analyze how Greenpeace Indonesia developed its message delivery strategy for the Global Climate Strike campaign, this study employed the communication strategy model proposed by Fayol, Terry, and Gulick (as cited in Gunawan & Toni, 2020), which includes Planning, Organizing, Actuating, and Controlling (POAC). Planning involves a series of systematic and consistent steps aimed at achieving organizational goals or addressing specific issues. It also encompasses the use of available resources to set objectives and standards, establish rules and procedures, develop plans, and anticipate future outcomes (Gunawan & Toni, 2020). While Organizing refers to the process of centralizing authority at the leadership level of the organization, also

known as centralization. This approach is used to differentiate managerial leadership tasks from non-managerial technical tasks (Prasetyo, 2021). Actuating is the process of guiding members within the organization to ensure they perform their roles effectively according to the established plan. Finally, Controlling involves assessing and evaluating performance, and making necessary adjustments to ensure that members' activities align with the objectives outlined in the plan (Prasetyo, 2021).

The POAC model strategy has been foundational in studies related to communication strategies. For example, Bagas Privariandito's 2018 research, titled "*Strategi Komunikasi Humas PT Kereta Api Daerah Operasi 1 Jakarta (Studi Deskriptif Kualitatif tentang Strategi Komunikasi Humas PT KAI Daop 1 Jakarta dalam Mensosialisasikan Bahaya Pelemparan Batu dan Menerobos Palang Pintu Kereta)*" employed the POAC model as its analytical framework. The study found that the communication strategy implemented by the Public Relations team of Regional Operations 1 Jakarta was quite effective when applying the POAC concept. The Public Relations team also conducted evaluation meetings and media monitoring to assess the effectiveness of their outreach efforts and identify areas for improvement. Privariandito's research demonstrates the applicability of the POAC model in Public Relations (PR) strategies.

In the context of a campaign, planning a communication strategy is crucial. Chafilaudina and Sugiarto (2021) studied the strategic planning employed by Narasi TV for their "#jadipaham" campaign on social media. Effective strategic campaign planning can lead to successful campaign outcomes. Meanwhile in the context of environmental issues, Suryanah et al., (2022) conducted a study titled "*Strategi Komunikasi Kampanye @jedaiklim (Studi Kasus Kampanye Climate Action Now)*" to analyze communication strategies in environmental campaigns. This research utilized

pre-campaign, campaign, and post-campaign models to outline the stages of the campaign. Through qualitative methods and case studies, the study examined the initial stage of identifying problems and setting campaign objectives. The second stage involved designing the campaign content to influence audience attitudes, behaviors, and knowledge, defining target audiences, determining campaign behaviors, selecting channels, implementing the campaign, and conducting evaluations. The final stage, post-campaign, focused on evaluating the campaign's effectiveness in addressing the identified problems. The study revealed that increased actions and activism in various cities were occurring because of these campaigns.

In the context of communication strategy, collaborative action is essential. Estaswara (2021) explains that the involvement of diverse or multiple actors enhances the significance and relevance of a communication strategy. Therefore, based on POAC concept and previous research, this study aims to apply the POAC model to analyze how Greenpeace Indonesia implements collaborative action as communication strategy in the "Global Climate Strike" campaign.

**METHOD**

This research employs a descriptive qualitative approach and using in-depth interviews to gather data. According to Hennink et al., (2011), qualitative research aims to understand the reasons, beliefs, motivations, and perceptions behind social realities, exploring how and why these phenomena occur and the factors influencing them. This study specifically seeks to uncover the collaborative action of Greenpeace Indonesia in developing the "Global Climate Strike" POAC campaign strategy.

Three informants were interviewed for this research. The first informant is the campaign's conceptor and strategist, serving as a Public Engagement Campaigner at Greenpeace Indonesia. The second informant is involved in implementing

the campaign, working in the digital and communications sector at Greenpeace Indonesia. The third informant is a volunteer from the Jeda Iklim organization, serving as a steering committee member for the Global Climate Strike campaign. This third informant was chosen from outside Greenpeace to provide insight into the collaborative aspects of the campaign. The interviews were transcribed, and the data was coded through three stages: open coding, axial coding, and selective coding. The categorized interview data was analyzed and presented based on emerging issues or topics.

Informant	Position	Gender	Role
1	The Public Engagement Campaigner or Campaign Strategist of Greenpeace Indonesia	Male	Person responsible for creating and organizing campaigns at Greenpeace Indonesia
2	The Digital and Communications Specialist of Greenpeace Indonesia	Male	Person in charge of activating the social media campaign at Greenpeace Indonesia
3	A Steering Committee of Global Climate Strike Campaign and member of "Jeda Iklim" Organization	Female	Greenpeace Indonesia's collaborator actively involved in the Global Climate Strike Campaign

**Table 1. The Role of Informant**

Source: Researcher Data (2024)

**RESULT AND DISCUSSION**

The Global Climate Strike campaign has been conducted by Greenpeace Indonesia since 2019. However, it was paused in 2020 and 2021 due to the Covid-19 pandemic. The campaign resumed in 2022, continued in 2023, and is scheduled to take place again in 2024. Typically held in September, the campaign was inspired by the 2018 global movement "Fridays for Future," which seeks participation from young people across 150 countries

advocating for climate action. Following this movement, Greenpeace Indonesia, in collaboration with various organizations and youth groups, decided to make the Global Climate Strike as an annual event starting in 2019.

*"At that time, Greenpeace Indonesia joined forces with Enter Nusantara, Gus Roy's Islamic boarding school, and several residents of Tapak. We brought them to Jakarta for the first Global Climate Strike. Greenpeace Indonesia was the initiator to invite this campaign to run because it needed a crowd to mobilize the masses. Global Climate Strike is a global campaign. In Indonesia, one of the organizations that took part of this campaign is Greenpeace Indonesia. The Global Climate Strike is a worldwide campaign, and in Indonesia, Greenpeace Indonesia played a prominent role in it" (Informant 2).*

To effectively implement the Global Climate Strike campaign, Greenpeace Indonesia made strategic preparations to ensure public awareness and clear communication of the campaign's message. They formed a coalition and collaborated with various institutions, including other NGOs, civil society groups, and student organizations. The campaign specifically targeted young people, inspired by global movements led by youth concerned about the climate crisis. Greenpeace Indonesia and its coalition partners also actively used social media to facilitate communication between coalition members and to disseminate campaign messages to the public. Here are the results of the data analysis on the strategic stages undertaken by Greenpeace Indonesia for the Global Climate Strike campaign.

### **Planning**

Since the planning stage, Greenpeace has engaged in collaborative and coalition activities with various institutions and individuals who care about climate change. They conduct regular meetings to develop the Global Climate Strike campaign plan. These planning meetings start two months before the campaign launch and are held weekly. The meetings, conducted both face-to-face and online, cover

the action plan, campaign activities, and the organizations to be invited or involved. With input from numerous collaborators, many ideas and perspectives on the campaign activities are considered. Therefore, the planning stage involves exchanging ideas and concepts to reach a consensus on the activities to be carried out. As explained by the following informant.

*"First, we consolidate through meetings to ensure everyone involved is on the same page. Since participants come from various backgrounds, including NGOs, communities, and individuals, each holds certain values. We work to align these values so that the GCS (Global Climate Strike) adheres to our mutual agreement. These meetings are both direct and hybrid, so their format varies. If I can remember, we spend about two months preparing for the GCS, with weekly meetings to discuss the action plan, activities, and inviting other organizations that are not yet involved," (Informant 1)*

In addition, planning meetings are not always formal; they are also conducted in a relaxed and informal manner to attract more participants. These discussions use the informal Focus Group Discussion (FGD) method. During the planning stage, participants are generally divided into three groups, each responsible for formulating the campaign's format, including whether it will be conducted offline or online. The decisions from each group are then discussed together to reach a consensus. The Global Climate Strike campaign involves not only direct actions on the streets and events but also posts on social media, particularly Instagram. Therefore, teams are also assigned to manage social media content. A dedicated team creates photos, videos, and short clips, which are periodically posted on Instagram alongside campaign activities. The following is an explanation provided by the informant:

*"We have designed three groups. The first group focuses on the substance, determining the demands and communicating them to the other groups, which are divided into online and offline activations. The online group disseminates information about activities and the climate crisis through feed posts. The offline group focuses on*

*mobilizing people through informal gatherings, such as picnics and meet-ups, rather than traditional methods like FGDs or formal discussions,"* (Informant 3).

The planning stage generally addresses the form of the campaign, campaign materials, and the choice of channels, whether online or offline. Additionally, this stage involves identifying which organizations, institutions, or individuals will be invited to join the campaign. Detailed concepts regarding the campaign's substance and materials are determined in the subsequent organizing stage.

### **Organizing**

At the organizing stage, the Global Climate Strike campaign team finalizes the form and material of the campaign, including the timeline for its action. The campaign is organized into pre-event and event stages, with collaboration occurring at both stages. During the pre-event stage, Greenpeace Indonesia collaborates with several campuses to hold workshops related to the climate crisis. These workshops aim to raise awareness and interest among students, encouraging them to join the Global Climate Strike campaign. In addition to partnering with campuses, Greenpeace also collaborates with musicians and artists who care about climate change issues. These artists and musicians participate in a music festival, which is a strategy to engage young people in the campaign. The music festival features performances and talk shows with speakers who are environmental activists or residents directly affected by climate change. The following is an explanation from the informant:

*"For the pre-event, we use various approaches, such as visiting campuses to work on projects. On several occasions, we hold workshops to create round texts like the poster writings, which are part of the Global Climate Strike pre-event activities. On the day of the event, activities include parades with posters and props, music festivals featuring artists like Kai Mata, Dongker, Munhajat, Cat's Paw, and talk shows with speakers who are present. After the event, we conduct a joint evaluation in a standard manner*

*typical of community evaluations,"* (Informant 2).

Greenpeace Indonesia aims to create an event design that is enjoyable and inclusive for all groups. By adopting a festival concept, they strive to establish a fun and fresh campaign brand, making visitors feel like they are attending a common music festival. This strategy is intended to attract as many people as possible, particularly young people. Recognizing that their primary target audience is the youth, they ensure that their messages are simple and conveyed in everyday language. They believe that the language used by activists can often seem complex and difficult to understand. Therefore, their campaign messages—whether through posters, banners, festival themes, or digital content—are crafted in straightforward, youth-friendly language. This approach is taken because introducing the issue of the climate crisis is challenging, especially when using complicated language.

*"The strategy we use is to present it in a fun and fresh way. We brand it more like a festival rather than an activist event. Additionally, activities such as creating banners for the streets, which are then digitized for content creation to raise awareness about the climate crisis, are included. In this campaign, we aim to activate previously uninvolved individuals to take more action. We focus on inviting new people rather than relying on those already involved, and we also collaborate with musicians to attract a wider audience,"* (Informant 3)

As explained by the informant, organizing campaign activities goes beyond simply unfurling banners on the streets. The campaign is made engaging through music festivals and communicated in easy-to-understand language. Generally, this organizing stage divides the event implementation into pre-event and event phases, with collaboration taking place in both stages. Greenpeace Indonesia not only conducts street campaigns with banners but also organizes festivals, talk shows, and workshops on campuses. All activities are designed with a fun and fresh concept, and the

messages are crafted to be easy to understand and relatable to the daily lives of young people.

### Actuating

The next stage of the Global Climate Strike campaign is actuating, which involves providing direction and dividing tasks according to the prepared plan. During the campaign, tasks are allocated based on the planning and organizing stages. For instance, during street campaigns, some individuals distribute campaign materials, others manage spots for children's activities, and a dedicated team handles food distribution. Similarly, for music festival campaigns, tasks are assigned accordingly, some manage the performers and talk show speakers, while others ensure participants maintain the event environment's cleanliness. As one informant explained:

*"On the day of the event, we had a long march while carrying campaign props, a special spot for participants to do activities, friends supporting food at the event, and various friends who could contribute to the campaign like music and speakers for the talk show. During the event, we also raised awareness about waste by providing cutlery such as plates. After the event, we conducted a joint evaluation,"* (Informant 3)

Task division also extends to delivering campaign messages digitally. As mentioned earlier, social media is a key medium for spreading messages and campaign activities. In this process, all involved members are directed to share content related to the climate crisis. The strategy operates on the assumption that increased social media sharing will lead to greater public awareness of the climate crisis. This approach was detailed by Informant 3:

*"Everyone has their own tasks and expertise. For example, if someone can only repost, that's okay. Sharing about the climate crisis and the damage it causes is crucial because it raises awareness among people,"* (Informant 3).

### Controlling

The final stage in the formation of the POAC strategy by Greenpeace Indonesia is controlling,

which involves assessing and evaluating the campaign activities that have been carried out. The assessment of whether the campaign ran smoothly and according to plan is conducted by all groups involved. Given that this campaign is a collaboration among various groups, NGOs, institutions, and individuals, the evaluation is conducted collectively. However, it occurs in two stages. First, an internal evaluation by the core committee of Greenpeace Indonesia is conducted. Following this, a joint evaluation with all committees from the various organizations and individuals involved is performed.

Before the internal and external evaluations, an immediate assessment is carried out right after the event. This helps address any problems that arise during the event promptly. Conducting assessments and evaluations directly after the event ends is a standard practice for Greenpeace Indonesia, applied in various campaign projects. This method was also used in the Global Climate Strike campaign to allow collaborators to quickly resolve any issues post-event. As explained by Informant 1:

*"Our evaluation is carried out twice: first, directly after the activity, which we transmit from Greenpeace. At Greenpeace, after any activity, we hold a brief or hot brief directly after the event. We applied this in the GCS so that any problems during the event can be resolved immediately since improvements are always needed. Secondly, there is a comprehensive evaluation, first internal to the committee and then with all committees and divisions in the GCS committee,"* (Informant 1).

The collaborative assessment and evaluation model with all parties involved in the campaign was also described by Informant 3, a Global Climate Strike campaign committee member from an organization outside Greenpeace Indonesia. He emphasized that evaluation activities were conducted jointly since the planning and implementation were carried out as a coalition involving many organizations and individuals, not just Greenpeace Indonesia. She stated:

*"Monitoring and evaluation are clearly done together because this campaign is the result of a coalition, not just Greenpeace. In one forum, we meet to discuss the technical aspects of the event that has been carried out," (Informant 3).*

**Collaborative Action as Strategy**

Based on the findings and analysis of the Planning, Organizing, Actuating, and Controlling strategies conducted by Greenpeace Indonesia, an important finding is the emphasis on collaborative action. At each stage, Greenpeace Indonesia partners with various organizations, NGOs, and civil society groups. These collaborations help formulate and execute campaigns and determine the action strategies used, ensuring the Global Climate Strike campaign reaches a broader audience.

This collaborative strategy is crucial because many organizations and community groups are currently active in communicating the impacts of climate change. Greenpeace Indonesia, as an NGO with a long-standing focus on environmental campaigns, plays a significant role in encouraging various community groups to voice environmental issues. In addressing climate change, Greenpeace Indonesia has a substantial impact by inviting various societal elements, especially young people, to join in campaigning for the climate crisis.

Greenpeace Indonesia engages environmental organizations such as Jeda Iklim, musician and artist groups, as well as school and campus institutions to participate in the Global Climate Strike campaign. These organizations are involved from the initial formulation of the campaign strategy through the planning, organizing, actuating, and controlling stages (on table 2).

Greenpeace Indonesia's strategy for the Global Climate Strike campaign involves collaborative action at every stage. Data shows that this collaboration is informal, casual, and enjoyable, aimed at young people. The campaign uses simple and approachable messages to raise awareness about the climate crisis, avoiding complex activist jargon that might be difficult for young people to understand. As part of this strategy, events like

music festivals and talk shows are organized.

A collaborative approach to creating environmental awareness campaigns can be highly effective. Currently, efforts to raise awareness about climate change are often fragmented, carried out by NGOs, civil society groups, educational institutions, and the government independently. However, research by Alamsyah and Sumarni (2024) indicates that collaborative action can significantly increase awareness of environmental issues, such as clean water usage. Another study by Marchelina et al., (2024) found that NGOs and the government could effectively work together to

Strategies Stages	Types of Collaborative Action
Planning	Conducting regular meetings with different organizations to ensure coordination and effective collaboration.
	Organizing FGDs to design campaign material plans, ensuring that all voices and ideas are heard and integrated.
	Creating groups with members from various organizations to discuss campaign messages and strategies for activating these messages online.
Organizing	Initiating pre-events in collaboration with schools and campuses to build momentum and engage the community early on.
	Partnering with musicians and artists to create music festivals and talk shows that attract a broader audience and make the campaign more appealing.
Actuating	Dividing tasks among participants during the campaign, such as unfurling banners, managing food distribution, and overseeing other action activities.
	Collaborating to create and share posts on social media to amplify the campaign's reach and impact.
Controlling	Holding evaluation meetings that involve all participating organizations to assess the campaign's effectiveness and discuss improvements.

**Table 2. Types of Collaborative Action at Each Stage**  
Source: Researcher Data (2024)



raise public environmental awareness, particularly in the Lampung area.

These findings support the idea that various stakeholders can engage in collaborative actions to campaign for environmental issues. The main difference in this study is the exclusion of government involvement in the Global Climate Strike collaboration, with community groups taking the lead. Despite this, the campaign's effectiveness and success through collaborative action warrant further exploration. Future research could investigate the effectiveness of collaborative environmental campaigns, particularly those related to climate change, and explore multi-stakeholder collaboration, including partnerships with the government and private companies.

## CONCLUSION

The Global Climate Strike campaign initiated by Greenpeace Indonesia employs a collaborative action approach in each stage of POAC strategy. Collaborative actions are integrated at every stage of strategy formulation, from Planning and Organizing to Actuating and Controlling. Various organizations, NGOs, civil society groups, and educational institutions participate in the campaign activities. Institutions such as Islamic boarding schools, schools, universities, and groups of musicians and artists concerned with climate change are also involved. The campaign engages young people through enjoyable methods, such as music festivals, talk shows, and social media content creation. Greenpeace Indonesia and its coalition understand that addressing the climate crisis requires informal and casual language to effectively reach and resonate with their target audience.

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