

## ABSTRACT

Issues of environmental damage, climate change, and the carrying capacity of forests for the survival of living things, are starting to become an important concern today. Discourses and news about forestry and the environment are slowly getting attention from many groups, including the millennial generation. As is known, the millennial generation is an important actor in many lines of development in the 4.0 era, including the forestry and environmental sectors. Along with this phenomenon, the Ministry of Environment and Forestry (KLHK) organized a communication program called “Ngabuburit in the Hutan” (“Buritan”) with the main target being millennials. This program itself is broadcast on *Facebook* accounts, *Instagram* TV, and the official *YouTube* channel of the Ministry of Environment and Forestry as well as the accounts of agencies that are linked to the ministry, coinciding with the momentum of the month of Ramadhan. The “Buritan” program presented by Tasya Kamila as a *public figure* representing the millennial generation has received the attention of no less than 630,000 *viewers* for the entire episode. This study uses a descriptive qualitative approach with case study research methods. Data was collected by means of media observations, in-depth interviews with people who were directly involved in program implementation, and documentation studies. The results of the study explain that in the implementation of the concept of environmental and forestry communication programs, message management strategies and the use of *new media*, and the government's efforts to build engagement with the millennial generation (through the “Buritan” program) have applied contemporary communication approaches that are in line with the concept of -Robert Cox's environmental communication concept. The need for innovation, best practice implementation, careful planning of communication strategies, full internal support from the Ministry of Environment and Forestry, as well as evaluation of sustainable strategies and programs are notes that need to be followed up to achieve the expected big goals.

**Keywords:** Millennial Generation, New Media, Message Management, Environmental and Forestry Communication Program, Communication Strategy.

## ABSTRAK

Isu kerusakan lingkungan, perubahan iklim, dan daya dukung hutan terhadap keberlangsungan makhluk hidup, mulai menjadi perhatian penting dewasa ini. Wacana serta pemberitaan mengenai kehutanan dan lingkungan perlahan mendapatkan perhatian dari banyak kalangan, tidak terkecuali generasi milenial. Sebagaimana diketahui, generasi milenial menjadi aktor penting dalam banyak lini pembangunan di era 4.0, termasuk sektor kehutanan dan lingkungan. Seiring dengan fenomena tersebut Kementerian Lingkungan Hidup dan Kehutanan (KLHK) menyelenggarakan program komunikasi bernama “Ngabuburit di Hutan” (“Buritan”) dengan sasaran utama kaum milenial. Program ini disiarkan pada akun *Facebook*, *Instagram TV*, dan *YouTube channel* resmi KLHK serta akun-akun instansi yang menginduk ke kementerian, bertepatan dengan momentum Bulan Ramadhan. Program “Buritan” dibawakan oleh Tasya Kamila sebagai seorang *public figure* yang mewakili generasi milenial mendapatkan perhatian tidak kurang dari 630.000 *viewer* untuk keseluruhan episode. Penelitian ini menggunakan pendekatan kualitatif deskriptif dengan metode penelitian studi kasus. Pengumpulan data dilakukan dengan observasi media, wawancara mendalam kepada orang-orang yang terlibat langsung dalam penyelenggaraan program, dan studi dokumentasi. Hasil penelitian menjelaskan bahwa dalam implementasi penyelenggaraan: konsep program-program komunikasi lingkungan dan kehutanan, strategi pengelolaan pesan dan pemanfaatan media baru, serta upaya pemerintah dalam membangun *engagement* untuk generasi milenial (melalui program “Buritan”) telah menerapkan pendekatan-pendekatan komunikasi kontemporer yang sejalan dengan konsep-konsep komunikasi lingkungan Robert Cox. Perlunya inovasi, penerapan *best practice*, perencanaan strategi komunikasi secara matang, dukungan secara penuh internal KLHK, serta evaluasi strategi maupun program berkelanjutan merupakan catatan yang perlu untuk ditindaklanjuti untuk mencapai tujuan besar yang diharapkan.

**Kata Kunci:** *Generasi Milenial, Media Baru, Pengelolaan Pesan, Program Komunikasi Lingkungan dan Kehutanan, Strategi Komunikasi.*