

ABSTRAK

Kampanye Green Campus yang diinisiasi oleh Himpunan Mahasiswa Pecinta Alam (HIMAPA) Universitas Sangga Buana YPKP merupakan upaya strategis dalam membangun kesadaran mahasiswa mengenai pentingnya menjaga lingkungan. Penelitian ini berangkat dari landasan teori kampanye public relations yang menekankan pentingnya partisipasi, kolaborasi, dan keberlanjutan program dalam membentuk perubahan perilaku, serta teori komunikasi lingkungan yang menyoroti peran simbol dan pengalaman langsung dalam membangun kesadaran ekologis.

Berdasarkan kerangka teori tersebut, penelitian ini menggunakan pendekatan kualitatif deskriptif dengan metode studi kasus. Data diperoleh melalui wawancara mendalam, observasi partisipatif, serta dokumentasi. Informan penelitian terdiri atas pengurus HIMAPA, panitia USB Day, serta mahasiswa baru sebagai peserta kampanye.

Hasil penelitian menunjukkan bahwa strategi kampanye Green Campus dijalankan dengan pendekatan partisipatif, kolaboratif, dan simbolis melalui kewajiban mahasiswa baru membawa tanaman saat kegiatan USB Day. Tahapan kampanye meliputi analisis permasalahan lingkungan kampus, perumusan pesan kampanye, pelaksanaan kegiatan, serta evaluasi. Kampanye ini memiliki makna simbolik kuat karena menempatkan mahasiswa sebagai subjek sekaligus agen perubahan, meskipun aspek edukasi dan keberlanjutan program belum berjalan optimal. Urgensi kampanye terlihat dari adanya peningkatan kesadaran awal mahasiswa terhadap isu lingkungan, meski masih diperlukan strategi komunikasi yang lebih sistematis dan berkesinambungan.

Penelitian ini menyimpulkan bahwa kampanye Green Campus tidak sekadar bersifat seremonial, melainkan memiliki nilai strategis dalam membangun kesadaran kolektif mahasiswa dan dapat dijadikan model pengembangan kampanye lingkungan berkelanjutan di lingkungan pendidikan tinggi.

Kata kunci: Kampanye Green Campus, HIMAPA, strategi komunikasi, kesadaran lingkungan, mahasiswa

ABSTRACT

The Green Campus campaign initiated by the Student Nature Lovers Association (HIMAPA) of Universitas Sangga Buana YPKP represents a strategic effort to raise students' awareness of the importance of environmental protection. This study is grounded in public relations campaign theories that emphasize participation, collaboration, and program sustainability in shaping behavioral change, as well as environmental communication theories that highlight the role of symbols and direct experiences in building ecological awareness.

Based on these theoretical frameworks, the research employs a descriptive qualitative approach using a case study method. Data were collected through in-depth interviews, participatory observation, and documentation. The informants consist of HIMAPA organizers, USB Day committee members, and new students as campaign participants.

The findings indicate that the Green Campus campaign strategy was implemented through participatory, collaborative, and symbolic approaches, particularly by requiring new students to bring a plant during the USB Day event. The stages of the campaign include problem analysis, message formulation, implementation, and evaluation. The campaign carries a strong symbolic meaning as it positions students not only as recipients but also as active agents of change. However, the educational aspect and long-term continuity of the program remain underdeveloped. The campaign's urgency is reflected in its ability to foster initial awareness of environmental issues among students, although more structured and sustainable communication strategies are needed.

This study concludes that the Green Campus campaign is not merely ceremonial but holds strategic value in fostering collective environmental awareness among students. It can also serve as a model for the development of sustainable environmental campaigns within higher education institutions.

Keywords: *Green Campus Campaign, HIMAPA, communication strategy, environmental awareness, students*