

THE EFFECTIVE COMMUNICATION THROUGH CLIMATE CHANGE CAMPAIGN IN SUSTAINABLE PORT DEVELOPMENT

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ABSTRACT

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Port development has an impact on climate change. A sustainable port as a solution to the problem focuses on three pillars: economic, social and environmental. This article explores and analyses the challenges to the development of sustainable development of PT Pelabuhan Indonesia (Pelindo), using PT Terminal Petikemas Surabaya (TPS) as a case study. Our aim in this study is to highlight the importance of two pillars, namely environmental and social in the concept of sustainability. This study analyses the environmental climate change campaign conducted by TPS. The researcher used a qualitative descriptive approach to conduct the case study. Data were collected through interviews and observations as primary data, while internal company data, documentary films, internet media coverage, and literature studies became secondary data. The research revealed the company's communication process by collecting information regarding the number of impressions received from news coverage and social media reports. Since TPS has not determined a standardized score, the communication process needs a more comprehensive evaluation. TPS should focus on this area further to determine the effectiveness of its current communication strategy.

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1. Introduction

A port is a designated area that encompasses both land and water, bounded by specific boundaries. It serves as a hub for government and economic activities, facilitating various functions related to maritime trade. Ports are essential for ships to dock, board, and unload or load goods. They are equipped with safety facilities to ensure smooth shipping operations and support activities that enhance port efficiency. Moreover, ports serve as

crucial nodes for both intra and intermodal transportation, connecting different modes of transport such as ships, trucks, and trains. The significance of ports cannot be overstated as they are essential in the national economy, fostering trade, generating employment, and driving economic growth.

Ports are logistics and supply chain hubs with high requirements regarding costs, efficiency, security and sustainability (González et al, 2020). Considering the above understanding of ports, it is evident that they serve an important function in supporting the global economy, particularly in facilitating logistics. Due to this, ports continue to expand their facilities through coastal development, which can adversely affect marine ecosystems and coastal communities.

It is important to recognize that dredging and land reclamation activities have a significant environmental impact due to the release of large amounts of carbon, formerly stored in soils and sediments, into the atmosphere. Seawater intrusion, coastal erosion, and saltwater intrusion are all caused by the disruption of coastal ecosystems, which can result in flooding and other climate change-related problems. As a result of these impacts, innovative concepts are required to prevent adverse impacts resulting from port development.

Heikkila et al. (2022) state that ports serve as centres for logistics and supply chain management. They have specific demands for cost management, operational efficiency, security measures, and sustainability practices. A sustainable development concept integrating economic, environmental, and social considerations into decision-making is known as the triple bottom line. PT Pelabuhan Indonesia (Pelindo) then implements this concept. This port management company participates in establishing programs that prioritize social and environmental issues through its Corporate Social Responsibility (CSR) programme.



Figure 1. TPS Harvests 10 thousand seedlings of mangroves

Source: TPS photo documentation

A subsidiary group of Pelindo, Terminal Petikemas Surabaya (TPS), successfully harvested 10 thousand mangrove seedlings on 21 March 2023 to help preserve the marine ecosystem. According to a press release on TPS's official website, a plant nursery process has been underway since September 2022, where mangroves on the west side of the bridge connecting the container yard and the wharf were optimised. Of these, one thousand seedlings were planted in the TPS area.

The TPS, together with Sub Holding Pelindo Terminal Petikemas (SPTP), have also invited all their subsidiaries to participate in a mangrove planting project in the vicinity of the port. The location chosen precisely is located in Sontoh Laut Tourism Village, Asemrowo District. The activity was carried out last May, by planting 55 thousand mangrove seeds around the area which is located adjacent to the container terminal port (Detik.com, 2023).

The mangrove planting activity involved the participation of Pelindo stakeholders, that is, the community around Sontoh Laut Tourism Village, as well as local government agencies in this case, in particular the Tanjung Perak Police Chief, the Head of the Tanjung Perak Port Authority, the Head of Tanjung Perak Harbourmaster, the Head of BPDAS Brantas Sampean, the Head of the Surabaya City Agriculture Office, Asemrowo District and local government officials, as well as several environmentalist communities. The impact is not only to participate in maintaining the ecosystem around the place but also a means of tourism education for visitors to the tourism village and the community in the area. Of course, this has more value than the environmental aspect, therefore the CSR programme of mangrove planting is very appropriate.



Figure 2. Pelindo Group's Mangrove Planting Programme

Source: TPS photo documentation

The implementation of mangrove planting organised by Corporate Communication (Corcom) made a significant impact. This can be seen from the consequences that arise after the activity takes place. For example, these activities have increased the awareness of the surrounding community and all stakeholders towards environmental sustainability. Of course, this also increases the role of sustainable port development in mitigating the effects of climate change can be improved and promoted.

This study analyses the environmental climate change campaign conducted by TPS. They determined that the campaign was effective in building brand awareness for both TPS and Pelindo, with the Pelindo logo becoming the iconic logo of the group. This was achieved by creating a clear brand identity and messaging focused on TPS's sustainable practices through various channels such as social media, press releases, and printed materials.

Ports manage maritime ecosystems that serve an important function in human life. As is known, 70% of Indonesia's territory is maritime. Efforts to conserve these ecosystems through sustainable port development and management require special attention. The port is an important point of connectivity, so the efficiency and effectiveness as well as the sustainability of the port business are very important to note (Rijulvita et al., 2023).

A sustainable port is organising port operations using three main pillars: economic, social and environmental (Muangpan et al., 2019). It has been reported that several ports have adopted various economic, social, and environmental criteria in order to study and analyze various aspects of sustainability (Argyriou et al., 2022). The economic pillar centres on profit growth (economy) in the port. The social pillar prioritises social life around the port. The environmental pillar focuses on environmental conservation due to ongoing infrastructure development.

The three pillars are connected to one another, they must be in balance without dominating each other. Hariyadi et al. (2020) added that if development is oriented only towards the economy, it will cause social problems. Meanwhile, a development that is only centred on the two aspects of economy and society is harmful to the environment. There will be ecological deterioration, which ultimately hinders growth itself. In the mangrove planting programme, two of the three pillars of port operations can be directly felt. It is the social and environmental pillars that are optimised as they are in line with the objectives of the programme. Mangrove planting contributes to the development of a sustainable port. Mangroves help reduce the intensity of disasters in coastal areas and mitigate the effects of climate change. In addition to physical and biological functions, mangrove ecosystems also have socioeconomic functions, including tourism potential, according to Massiseng et al. (2022).

Climate change is a long-term change in weather patterns that occurs on a global scale (Siringoringo et al., 2022). The resulting impacts are multisectoral and affect the quality of human life and the environment. The basic cause of climate change is changes in the total input and output of energy on the surface of the planet. Climate change has become an international concern because it has many negative impacts on various life activities on Earth, including the forestry sector in coastal areas. Agaton et al. (2022) suggest government policies for enabling mangrove rehabilitation as a nature-based solution to address the Paris Agreement, Sustainable Development Goals, and Disaster Risk Reduction agendas of transitioning to low-carbon and climate-resilient economies. Coastal areas are vulnerable to the impacts of climate change because they are transitional areas between sea and land. Natural disasters in coastal areas cannot be underestimated, thus requiring serious efforts in protecting coastal areas.

A number of human activities such as agriculture, aquaculture, urban development, and industrial activities, cause mangrove forest to be destroyed or removed. This is commonly referred to as deforestation of mangroves (Melati, 2021). Deforestation of mangroves forests leads to a decrease in biodiversity in the area and can result in changes in the local climate. This can have a devastating effect on the surrounding environment and can lead to long-term ecological damage.

Mangrove forest ecosystems are a potential mitigation option for natural disasters as a result of climate change (Kepel, 2022). The mangroves can reduce waves and storm winds

for the area behind them, protect the coast from abrasion, tidal waves (rob), and tsunamis, and retain mud and sediment transported by surface water.

Replanting mangrove forests, increasing public awareness about the importance of mangrove forests, and developing community participation in the maintenance of natural resources are some of the ways that can be done in order to conserve and restore mangrove forests (Cahyaningsih et al., 2022). In accordance with Arifanti et al. (2020), involving communities in rehabilitation or restoration programs will increase the program's success. A strong effort and commitment would be needed by the government and all of its stakeholders to remove barriers to mangrove management.

2. Method

A descriptive qualitative study was conducted to study the effective communication through climate change campaigns in sustainable port development by Terminal Petikemas Surabaya. This approach focuses on comprehensively describing and interpreting the phenomenon under investigation. By employing this methodology, we aimed to provide an in-depth understanding of the subject matter.

To gather primary data, the researcher employed interviews and observations. Interviews allowed for direct engagement with key stakeholders involved in the case, providing valuable insights and perspectives. Observations, however, facilitated the collection of real-time information, ensuring a more holistic understanding of the case. As a complement to primary data collection, the researcher also utilized secondary data sources to enrich the study. Internal company data provided a wealth of information, allowing for an exploration of the case from an organizational perspective. Documentary photos, internet media coverage, and literature studies served as valuable secondary sources, providing context, historical background, and external perspectives on the subject matter. The combination of primary and secondary data sources ensured a comprehensive analysis of the case study, enabling the researcher to triangulate findings and draw robust conclusions.

The goal of descriptive research is to describe a phenomenon and its characteristics. This research is more concerned with what rather than how or why something has happened. Observation and survey tools are important data collection methods in qualitative research that can provide rich and detailed data about social phenomena (Tracy, 2020). Based on Liamputtong (2021), qualitative research is descriptive in nature. It means that collected data by in-depth exploration, subjectivity and content, flexible and iterative process, and emphasis on validity and trustworthiness.

A qualitative method was chosen because this research aims to provide case insight on the challenges to the development of sustainable development of PT Pelabuhan Indonesia (Pelindo), using PT Terminal Petikemas Surabaya (TPS) as a case study. Our aim in this study is to highlight the importance of two pillars, which are environmental and social in the concept of sustainability. This study analyses the environmental climate change campaign conducted by TPS. The complexity of communication cannot be explained merely by examining how it occurs in general or what factors influence it, but also by examining and understanding the importance of two pillars, specifically the environmental and social pillars of sustainability.

The conceptual Framework consist of : Corporate Communication, effective communication, and strategic planning for Public Relation (Smith, 2021). Corporate

communication is the process of creating and managing a company's image and reputation through a variety of channels, including traditional and social media, internal and external communications, and marketing and advertising (Duhé & Sandra, 2021). Corporate communication is the strategic management of all communication and information processes related to an organization, both internally and externally, this includes communication with stakeholders such as employees, customers, investors, and the media, as well as communication related to corporate social responsibility and crisis management (Cornelissen, 2020). Corporate communication is the process of managing all the ways in which an organization communicates with its internal and external audiences, the goal of the corporate is to build and maintain a positive reputation for the company (Kindersley, 2022). Corporate communication is the process of creating and managing a company's image and reputation. This means that companies need to carefully consider how they communicate with their stakeholders both internally and externally. This goal is to create a positive image of the company that will attract customers, investors, and employees.

Effective Communication is the ability to share information and ideas clearly, concisely, and persuasively (Kindersley, 2022). Robbins & Coulter (2020) define effective communication as the process of transmitting information to others in a way that they understand and can act on. According to McQuail & Deuze (2020), effective communication can be defined as a process of exchanging information between a sender and a receiver in which both parties seek to find mutual meaning. Effective communication involves clear and concise messaging, active listening, and feedback to ensure that the intended message is received and understood.

Strategic Planning for Public Relations, as defined by Smith (2021), is a systematic approach to developing effective public relations campaigns, which is divided into four phases, each consisting of several steps.

These 9 steps provide a comprehensive framework for developing and implementing strategic public relations campaigns, ensuring that organizations effectively communicate with their target audiences and achieve their communication goals. The 9 steps in the strategic planning process, are analyzing situation, analyzing the organization, analyzing the Public, establishing goals and objectives, formulating action and response strategies, developing the message strategy, selecting communication tactics, implementing the strategic plan, and evaluating the strategic plan.

3. Results and Discussion

Effective communication and community engagement are critical to building TPS brand awareness and promoting sustainable practices that can address challenges to sustainable port development in Indonesia. To develop effective communication, the researchers determined that TPS followed the 9 steps of Strategic Planning for Public Relations (Smith, 2021). The researchers found that TPS had implemented the 9 steps successfully and had been able to create effective communication with its stakeholders. This enabled the organization to promote sustainable practices and create brand awareness. Due to these advantages, TPS was better equipped to meet the challenges of sustainable port development in Indonesia.

The findings revealed that TPS has not yet established standardized values for assessing the effectiveness of its communication efforts. In this regard, it is crucial for TPS to conduct a more comprehensive evaluation of its communication process. Without standardized values, it becomes challenging to determine whether the current communication strategy is effective or not. To address this issue, TPS should focus on further evaluating its communication process. This evaluation should examine the impact of the campaign beyond the number of impressions and delve into other key metrics such as engagement, sentiment analysis, and brand awareness. TPS can gain a more comprehensive insight into the effectiveness of its communication efforts by considering these factors.

A. Analyzing the Situation

In analyzing the situation for TPS's public relations efforts, a comprehensive analysis of both internal and external factors can provide valuable insights. This analysis will help identify the organization's strengths, weaknesses, opportunities, and threats, as well as any issues, challenges, or trends that may affect TPS's reputation and communication goals in relation to the mangrove planting program and sustainable port development.

Internal Analysis: the strengths are TPS's strong commitment to social and environmental responsibility is demonstrated through the mangrove planting program; expertise and experience in the shipping and port industry; access to internal data and resources that can support PR initiatives. The weaknesses are limited previous PR campaigns or initiatives; potential gaps in communication or coordination between different departments within TPS.

External Analysis: the opportunities are supporting environmental sustainability globally; mangrove planting program contributes to TPS's positive brand reputation; potential partnerships with governmental and non-governmental organizations. The threats are stakeholders' scepticism about sustainability initiatives; concern from environmental activists; sustainability efforts are emphasized by competitive pressures.

The target audience refers to the potential customers, users, decision-makers, or influencers of a company. They can be a specific group, an individual, or the public in general. The choice of target audience significantly influences communication decisions, including what message to deliver, how to deliver it, when and where to deliver it, and to whom it should be addressed.

In the case of Terminal Petikemas Surabaya (TPS), they have initiated a climate change campaign focused on mangrove planting. They have identified their subholding, PT Pelindo Terminal Petikemas (SPTP), as their target audience. This choice is based on the fact that SPTP has direct connections with numerous ports, particularly container ports, in Indonesia. Consequently, the connection between TPS and SPTP is more extensive, making SPTP a valuable target audience for promoting the campaign's message.

In order to cope with climate change that occurs in the port, TPS organised an agenda of planting 10 thousand mangrove seedlings. The existence of mangroves in coastal areas serves adaptation, which increases the resilience of coastal communities to climate change and minimizes the impact of natural disasters. Therefore, the mangrove seedling planting agenda is important to be organised simultaneously.

The mangrove planting programme can be an effective communication medium for climate change campaigns. The mangrove planting event is a real example for the

surrounding coastal communities. The real action in the event is expected to be implemented independently and sustainably by the community. Communication delivered is effective because it achieves goals, impresses and is able to produce attitude change in communicants.

TPS further cooperated with SPTP in the mangrove seedling planting programme. SPTP also invited its subsidiaries and stakeholders to plant mangroves on a larger scale. The effort was successful with a total of 55 thousand mangrove seedlings planted collectively to tackle climate change in coastal areas.

A successful climate change campaign involving mangrove planting has resulted in the planting of 55,000 seedlings. As a result, the community achieved the goal of tackling climate change, which was impressive; it was a valuable experience for everyone and resulted in a positive attitude; many people participated in planting and learned about the mangroves' importance.

B. Analyzing the Organization

The communication objective of the mangrove seedling planting program is a climate change campaign in coastal areas. The community gained awareness, education and concrete examples of mangrove utilization to mitigate the effects of climate change. Effective communication objectives can be declared successful because the quantity of mangrove seedlings has increased, from 10 thousand to 55 thousand seedlings.

The climate change campaign, in conjunction with the planting of mangrove seedlings in the community, contributes to the development of sustainable ports. The three pillars of sustainable development are economic, social and environmental. Planting mangrove seedlings strengthens two pillars, in particular social and environmental. The social pillar is obtained from the collective awareness of the community about the urgency of mangroves in coastal areas. The environmental pillar is seen from efforts to mitigate the effects of climate change in coastal areas.

Analyzing the organization is a crucial step that involves evaluating the structure, culture, values, and communication processes. The following is an assessment of Corcom TPS's efforts in analyzing the organization. First, Structure, Corcom TPS has likely assessed the organization's structure in terms of its departments, teams, and roles to understand how communication flows within the company. This understanding helps in coordinating communication efforts and ensuring effective internal collaboration. Second, culture and values, Corcom TPS has likely considered the organization's culture and values to align communication strategies with its holistic objectives. By understanding organizational values and embracing them in communication, they can foster consistency and authenticity in messaging.

Third, mission, vision, and goals, Corcom TPS has likely examined TPS's mission, vision, and goals to ensure that the communication strategies are aligned with these fundamental aspects of the organization. This helps in maintaining coherence between the organization's objectives and its communication initiatives. Finally, stakeholder expectations, Corcom TPS has likely identified the key stakeholder groups and their expectations to develop its communication strategies accordingly. Understanding stakeholders' needs and preferences ensures that the communication initiatives meet their expectations and resonate with their interests.

By conducting a thorough analysis of the organization, Corcom TPS has ensured that its communication strategies align with the organization's structure, culture, values, and stakeholder expectations. This analysis allows for the development of effective communication plans that contribute to the overall objectives of TPS and promote environmental sustainability in the mangrove planting program.

C. Analyzing the Public

Corporate Communication of TPS needs to solve four problems in order to design an effective message: what to say (message content) (Mwita, 2022), how to say it logically (message structure), how to say it symbolically (message format) (Gundumogula, 2020) and who will deliver it (message source) (Morse, 2021). By planting mangroves, the message about campaigning to protect nature can be obtained. Through the program, the community and stakeholders will be invited to maintain the ecosystem in the waters. Corcom TPS invites the community in the subdistrict to collaborate (persuasive communication) in order to ensure the success of the program. As part of this, the company will also implement its CSR program, which addresses environmental and social issues.

Corcom TPS has considered the public in their strategic initiatives. Analyzing the public involves understanding the perceptions, interests, and needs of the target audience to design effective communication strategies effectively. Corcom TPS's efforts in analyzing public opinion are summarized as follows: First, stakeholder mapping, Corcom TPS has undertaken a comprehensive identification and mapping process of relevant stakeholders, including Pelindo stakeholders and the local community residing around Sontoh Laut Tourism Village. This strategic approach enables them to gain a comprehensive understanding of the target audience's composition, their respective roles, and their potential influence on the success of the program. Second, public opinion research, Corcom TPS has conducted research to gain insights into public opinion and perceptions related to sustainable port development, environmental sustainability, and community involvement. This information helps in understanding the public's knowledge, attitudes, and expectations, and shapes the communication strategies accordingly.

Third, community engagement, Corcom TPS has actively involved the local community in the mangrove planting program. By engaging in direct dialogue, workshops, and participation in the program, they have demonstrated a commitment to including the public in decision-making processes and responding to their needs and concerns. Last, feedback mechanisms, Corcom TPS has established feedback mechanisms to encourage public input and actively listen to the community's perspectives. This includes gathering feedback through surveys, community meetings, and other forms of engagement to ensure the program resonates with the public and effectively serves their interests.

Through these efforts, Corcom TPS demonstrates a commitment to analyzing and understanding the public's interests and needs. This allows them to develop their communication strategies, engage stakeholders effectively, and build sustainable relationships with the community for the mangrove planting program and other initiatives. In the end, through this activity it becomes a symbolic representation, to further introduce the Pelindo brand to the community and all stakeholders. Particularly for those who have never heard of Pelindo before. A clear indication of this is the dominance of Pelindo's logo and tagline at the event.

D. Setting Goals and Objectives

As part of its CSR initiative, TPS has implemented a mangrove planting program to preserve the local ecology and educate tourists. This program exemplifies TPS's commitment to both the environmental and social pillars of CSR. In order to preserve the mangroves, TPS engages all stakeholders, including the local community. It contributes to local ecology as well as mitigating climate change impacts through sustainable port development. Building TPS's brand awareness and promoting sustainable practices are key to overcoming challenges in Indonesia's sustainable port development.

E. Creating Action and Response Strategies

Proactive: Takes the initiative to engage the public. Here in this event, the action is coming from: Good communication between diverse committees, strong two-way communication between TPS and the targeted audience namely PT Pelindo Terminal Petikemas Subholding (SPTP) participants involving all subsidiaries and the public, Pelindo stakeholders and media partners, this event grab attention and acceptance of public from the enthusiasm of the residents was very visible in this event, including the mangrove farming community which greatly supported this activity, testimonies from residents who are also mangrove planters gave positive comments in video reels uploaded on TPS social media, Jawa Pos print media, online media such as *Detik, Kompas, CNN Indonesia, BeritaJatim, TVOneNews, Tempo, Fin, OkeMedan, AntaraNews, BeritaTrans, OkeZone, Kontan, INews, BeritaAja, Kumparan, TribunNews, KabarBUMN, KlikAnggaran, Infodis, and Indoposnews* and SPTP social media for event message distribution.

Reactive: Responds to influences and opportunities from the environment, this strategy is needed when an organization faces accusations or difficulties. This event is gaining public understanding of the climate change campaign through mangrove seedling planting in the community and contributes to the development of sustainable ports. The three pillars of sustainable development are economic, social and environmental. Planting mangrove seedlings strengthens two pillars, namely social and environmental. The social pillar is obtained from the collective awareness of the community about the urgency of mangroves in coastal areas. The environmental pillar is seen from efforts to mitigate the effects of climate change in coastal areas. Several online media and print media along with the reporters gave announcements and news coverage to publish the success story of this event and brief summary of the events.

F. Developing the Message Strategy

The researcher found several data findings from the results of the interviews that had been conducted. Each informant will explain the stages of preparing the strategy consisting of: In the first stage, identifying the target audience, four points were found that became the target audience, namely PT Pelindo Terminal Petikemas Subholding (SPTP) participants involving all subsidiaries and the public, Pelindo stakeholders and media partners. In the second stage, determining communication objectives, the vision and mission of PT Pelindo Terminal Petikemas Subholding (SPTP) implement Pelindo's commitment to greening the port area in support of the green port proclaimed by the government. The purpose of the communication from organizing the Mangrove Planting Program is to build awareness for the people of Surabaya, this activity becomes a symbol to better introduce the Pelindo brand, and through this activity, it becomes a marker for the start of port greening within PT Pelindo Terminal Petikemas and increases the resilience of coastal communities to climate change

and minimizes the impact of natural disasters. In the third stage, designing messages, the message raised was campaigning for concern for nature, especially in protecting coastal ecosystems. Meanwhile, the sources chosen to convey the message were all stakeholders including SPTP, the community, and the sub-districts.

Selecting communication channels: The fourth stage found that Corporate Communications used non-personal communication channels as a strategy in informing the Mangrove Planting Program event.

Determining the total communication budget: In the fifth stage, which involves determining the total communication budget, the researcher found that the budget used in organizing the event came from the company.

Determining the promotion mix: In the sixth stage, the promotion mix used is advertising media such as newspapers, as well as internet marketing such as the social media network Instagram.

Measuring the results of the promotion: In the seventh stage, the researcher found that in measuring promotion results, Marketing Communications did not conduct research in a structured manner. The results of the promotion were measured by observing the number of likes on social media, media coverage (Jawa Pos, online media such as Detik, Kompas, CNN Indonesia, BeritaJatim, TVOneNews, Tempo, Fin, OkeMedan, AntaraNews, BeritaTrans, OkeZone, Kontan, INews, BeritaAja, Kumparan, TribunNews, KabarBUMN, KlikAnggaran, Infodis, and Indoposnews), positive responses from participants and the public (no negative comments), including all invitees who attended and participated in the event.

Managing and coordinating the marketing communication process: In the last stage, during the event, the Corporate Communication division also coordinated with other internal and external divisions such as GA for accommodation and consumption, HSSE related to those with environmental functions, external namely the Secretary of the SPTP and Pelindo as well as the Corporate Communication of the SPTP subsidiary.

G. Selecting Communication Tactics

Corporate Communication also uses print media and online media to achieve corporate communication objectives. Communication activities such as publishing use both mass media and digital media. The press release was distributed to several media outlets for coverage of the event. They publish news on their official website, www.tps.co.id while uploading Instagram video reels on their Instagram, @pttps_official.

Corporate Communications at TPS along with its sub-holding, known as Subholding Pelindo Terminal Petikemas (SPTP), arranged the event, as well as Corporate Communications for other SPTP subsidiaries, including PT Terminal Teluk Lamong (TTL) and PT Berlian Jasa Terminal Indonesia (BJTI).

In the Mangrove Planting Program event, TPS Corporate Communications distributed roles to each committee. The initial division of the job desk was conveyed through the initial committee formation meeting, and also directcommunication was still prioritized such as holding D-1 meetings and technical meetings to check preparation progress. During the peak of the event, the Corporate Communication division also coordinated with other divisions. During the peak of the event, all invited guests attended and participated in this activity, the enthusiasm of the residents was very visible in this event, including the mangrove farming community which greatly supported this activity, testimonies from residents who are also mangrove planters gave positive comments in videos uploaded on TPS social media.

H. Implementing the Strategic Plan

As researchers, we have examined the implementation of the strategic plan by Corcom TPS for the mangrove planting program. Based on our analysis, we can confirm that Corcom TPS has effectively executed all aspects of the strategic plan. Detailed explanation consist of : Stakeholder and Community Involvement, Corcom TPS successfully engaged Pelindo stakeholders and the local community in Sontoh Laut Tourism Village in the mangrove planting program. Through effective communication and collaboration, they ensured active participation and created a sense of ownership among the stakeholders. The program has had a significant impact on both the ecosystem and the local community, promoting environmental sustainability. During the event, Corporate Communication TPS actively engaged with various stakeholders such as the community residing around Sontoh Laut Tourism Village, as well as local government agencies. This involvement includes key individuals such as the Tanjung Perak Police Chief, the Head of the Tanjung Perak Port Authority, the Head of Tanjung Perak Harbourmaster, the Head of BPDAS Brantas Sampean, the Head of the Surabaya City Agriculture Office, representatives from the Asemrowo District, local government officials, and various environmentalist communities. By including these diverse stakeholders, TPS aims to enhance collaborative efforts, leverage local expertise, and enhance the program's comprehensive effectiveness.

Environmental Impact, Sontoh Laut Tourism Village has successfully maintained and preserved its ecosystem through the mangrove planting program. The initiative has protected coastal areas and conserved biodiversity. Through effective communication, Corcom TPS has raised awareness of ecological preservation among stakeholders. CSR (Corporate Social Responsibility) at TPS focuses on social and environmental issues.

Tourism Education, Corcom TPS recognized the importance of tourism education and successfully integrated it into the mangrove planting program. By providing visitors to the tourism village and the community with information about sustainable practices and the significance of mangroves, they have promoted responsible tourism. The program serves as a means of educating visitors and locals alike about the value of preserving natural resources.

Brand Awareness, Corcom TPS' strategic plan has been effective in building brand awareness for TPS and Pelindo. They have successfully positioned TPS and Pelindo as leaders in sustainable port development through well-defined branding strategies including clear messaging, a consistent visual identity, and a variety of communication channels. The TPS uses reel videos on their official Instagram @pttps_official to spread awareness. The engagement, likes, shares, saves and other numbers were gathered from the reel's insight.

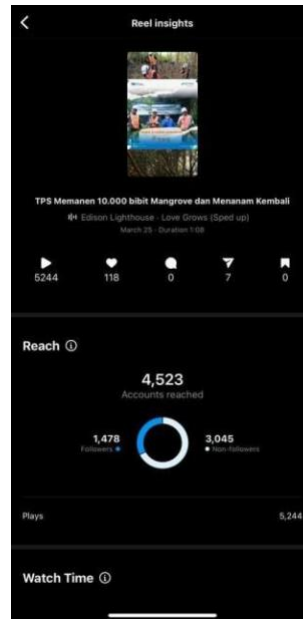


Figure 3: Instagram Insight of Mangrove Reels Video TPS

Source: Official Instagram TPS

As we can see in this post, 4679 people have participated in these reels, the accounts reached from this post are coming from @pttps_official followers 1,825 and the rest are coming from outside or non-followers 2,418. This post also shows 239 likes, 6 people comment, 4 people share this post and 3 people save this post.



Figure 4: The Ceremony of Mangrove Planting Program of Pelindo Group

Source: TPS photo documentation

In conclusion, Corcom TPS has implemented all elements of the strategic plan for the mangrove planting program with great success. The program has showcased its commitment to environmental sustainability and community engagement, achieving notable brand awareness and positive impacts on the ecosystem and local community. The efforts made by Corcom TPS have effectively increased awareness among stakeholders and promoted the role of sustainable port development in mitigating the effects of climate change.

I. Evaluating the Strategic Plan

As researchers, based on our evaluation of Corcom TPS's strategic plan, we have identified a potential area for improvement. This is related to the evaluation of the campaign's impact on the audience. Although Corcom TPS has analyzed available data such as website analytics, social media engagement metrics, and media monitoring reports, it is advisable to conduct structured research to assess the audience's impact on the results of the

promotions. This will provide a more comprehensive understanding of the campaign's effectiveness and its impact on brand awareness and audience engagement.

Moving forward, we recommend that TPS consider implementing structured research methods to measure the audience's impact more comprehensively. This could involve conducting surveys or interviews to gather direct feedback from the targeted audience and stakeholders. By incorporating structured research, TPS can gain deeper insights into the effectiveness of its promotions, identify areas for improvement, and better understand the impact on brand awareness and audience engagement. Establishing evaluation standards or key performance indicators (KPIs) will provide clearer guidelines for evaluating future campaigns and ensure consistency in assessing the impact of the program. Through this, audience perception, behaviour changes, and the effectiveness of implemented strategies will be better understood.

TPS will be able to obtain more robust data and insights by integrating structured research and the establishment of evaluation standards into its strategic planning, making informed decisions, and maximizing the impact of future initiatives through the integration of structured research and evaluation standards.

4. Conclusion

Results of the study revealed that Terminal Petikemas Surabaya's corporate communication department conducted nine steps in its strategic planning of public relations. However, one important aspect that was lacking in their approach was a formal evaluation of the events with all members of the committee. This absence of a comprehensive evaluation raises a concern for TPS, indicating a need for them to reassess their communication practices. By conducting a more thorough evaluation, TPS can gain valuable insights into the effectiveness of their communication strategies and tactics. A comprehensive evaluation of communication efforts is crucial for any organization, as it helps in assessing the impact and success of their initiatives. It provides a clear understanding of the strengths and weaknesses of the communication processes, enabling organizations to refine their strategies and achieve better outcomes.

Our study highlights the need for TPS to conduct a more comprehensive evaluation of its communication process. A more comprehensive evaluation would involve gathering feedback from all members of the committee involved in the events. This would ensure that different perspectives are taken into account, and a holistic assessment is made. By involving all stakeholders, TPS can gain a comprehensive understanding of the event's impact on different audiences and identify any areas of improvement. As well, a comprehensive evaluation would also involve analyzing various metrics and data to measure the effectiveness of the communication efforts. This could include analyzing audience reach, engagement levels, media coverage, and any other relevant key performance indicators. By analyzing these factors, TPS can gauge the success of their communication initiatives and make data-driven decisions for future events.

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