

Information Dissemination of Indonesia's FoLU Net Sink (IFNETS) 2030 Program

Production Process of IFNETS 2030 Press Release by Public Relations of the Ministry of Environment and Forestry

Atisah Raihan Fadillah^{1*}, Hudi Santoso¹, Vivien Febri Astuti¹, Willy Bachtiar¹

¹Communication Digital and Media Study Program
Vocational School, IPB University
Bogor, Indonesia

¹atisahraihan27atisah@apps.ipb.ac.id



Abstract – Public relations of the Ministry of Environment and Forestry play a role in disseminating information related to the IFNETS 2030 program. One of the means used by public relations of the Ministry of Environment and Forestry is press releases. The IFNETS 2030 program press release that has been written by public relations will be distributed through the PPID website with a ppid.menlhk.go.id URL and sent to various media that have collaborated with the Ministry of Environment and Forestry to be published in their respective media. This is so that information related to the IFNETS 2030 program can be conveyed widely and quickly. This study aims to explain the process of disseminating information on the IFNETS 2030 program through a press release by the Public Relations of the Ministry of Environment and Forestry. The method used is field research which is strengthened by literature studies. Primary data were collected through active participation, direct observation, and in-depth interviews to obtain in-depth information regarding the IFNETS 2030 program information dissemination process through press releases from key informants with a descriptive analysis approach. The process of disseminating IFNETS 2030 program information through press releases consists of three stages, namely pre-production, production, and post-production.

Keywords – IFNETS 2030, Press Release, Public Relations

I. INTRODUCTION

Communication comes from Latin, *communicatio* which means notification or exchange [13]. Communication is the process of delivering messages originating from the thoughts and feelings of the source to the recipient (other people) either directly or indirectly [17]. Communication is the event of delivering messages from the source to the recipient through the stages of the process with media intermediaries and can eventually have an effect [10]. Important elements contained in the communication process based on this understanding are the source, receiver, media, and message to be conveyed. Communication is a basic human need. Human beings cannot be separated from the process of communication. The process of communication in everyday life consists of five forms, namely intrapersonal communication, interpersonal communication, group communication, organizational communication, and mass communication [8].

Mass communication is a communication activity through mass media managed by institutions or people who institutionalize to be addressed to the widespread, heterogeneous, and anonymous community [15]. Mass media is a means of communication that can convey messages simultaneously and quickly to heterogeneous communities [11]. Delivering messages

through mass communication requires the role of public relations or public relations providers of information and information messages to be conveyed to the public or the wider community.

Public relations consists of three types, namely government public relations, industrial and business public relations, and social public relations [7]. Government public relations carry out management functions to build and maintain harmonious relationships to serve and influence public policies to gain understanding, trust, cooperation, and support from internal and external audiences [6]. Government public relations plays a role in communicating all forms of information related to government institutions to other government institutions and to the public to create a positive image.

The Ministry of Environment and Forestry (MoEF) is one form of government institution. The Ministry of Environment and Forestry is a ministry within the Government of Indonesia in charge of environmental and forestry affairs. The institution has one program called Indonesia's FoLU Net Sink 2030 (IFNETS 2030). IFNETS 2030 is a condition to be achieved through reducing Greenhouse Gas emissions from the forestry and other Land Uses (FoLU) sector with absorption levels equal to or higher than emission levels in 2030.

Indonesia's FoLU Net Sink 2030 is mandated in Presidential Regulation Number 98 of 2021 concerning the Implementation of Carbon Economic Value for the Achievement of Nationally Determined Contribution Targets and Control of Greenhouse Gas Emissions in National Development, in Article 3 Paragraph (4) it is stated that Reducing Greenhouse Gas Emissions is supported primarily by Indonesia's Forestry and other Land Use (FoLU) Net Sink approach 2030 [19]. Information related to the program needs to be disseminated to the public in order to accelerate the implementation of IFNETS 2030. The role and support from the community is needed so that the program runs well and in accordance with the goals set.

The Ministry of Environment and Forestry in disseminating information to the public carries out several activities, including socialization and workshops on the preparation of sub-national IFNETS 2030 work plans in each province in Indonesia, socialization of IFNETS 2030 at the level of government public relations and institutions, and IFNETS 2030 workshops with academics. Information related to the implementation of these activities must also be disseminated to the public [18]. This is in accordance with the mandate of Law Number 14 of 2008 concerning Public Information Openness (UU KIP).

MoEF Public Relations plays a role in disseminating information related to these activities. One of the means used by public relations is press releases. Press releases are writings written by public relations that will be distributed to journalists to be rewritten and shared in their media [4]. The IFNETS 2030 program press release that has been written by public relations will be shared through ppid.menlhk.go.id website and sent to various media in collaboration with the Ministry of Environment and Forestry to be used as news and published in their respective media. This is so that information related to the IFNETS 2030 program can be conveyed widely and quickly.

The process of disseminating information on the IFNETS 2030 program through press releases, starting from pre-production to post-production, is very important to be considered by the public relations of the Ministry of Environment and Forestry. The press release distributed will greatly affect the response of the community who are expected to understand the information conveyed and participate in the implementation of the program.

AIM

This study aims to explain the process of disseminating information on Indonesia's FoLU Net Sink 2030 program through a press release by Public Relations of the Ministry of Environment and Forestry.

II. RESEARCH METHODS

The method used in this study is field research which is strengthened by literature studies. Primary data were collected through active participation, direct observation, and in-depth interviews to obtain in-depth information regarding the IFNETS 2030 program information dissemination process through press releases from key informants with a descriptive analysis approach.

III. RESULTS AND DISCUSSION

The Ministry of Environment and Forestry held several series of events such as socialization and workshops on sub-national work plan preparation, socialization at the public relations level, and workshops with academics to disseminate

information on the IFNETS 2030 program. These events have been held since 2022. The event was disseminated to the public through a press release uploaded on the <https://ppid.menlhk.go.id/> website. The posting of press releases on the website also aims to make it easier for media to obtain news materials related to the IFNETS 2030 program.

MoEF Public Relations has a very important role in the process of disseminating information on the IFNETS 2030 program through this press release. Public relations plays a role in finding information, compiling, and disseminating press releases, monitoring, and evaluating press releases disseminated. The process of disseminating information on the IFNETS 2030 program through press releases by MoEF public relations consists of three stages, namely pre-production, production, and post-production.

According to Fachruddin (2017: 10) pre-production is all stages of preparation before production begins. This process aims to plan and prepare everything needed during the press release production process [3]. Activities carried out by MoEF public relations at the pre-production stage, namely assignment of coverage, collection of initial material, preparation of coverage, and coverage.

The first activity is in the pre-production stage, namely the assignment of coverage. The assignment of coverage is the authority of the Head of the Public Relations Bureau. Several public relations staff were assigned as companions to the Echelon 1 Unit and carried out the task of covering events related to the IFNETS 2030 program. The staff sent consists of one press release writer, one photographer, and one videographer or one press release writer along with one photographer and videographer. The assignment is given officially through a letter of assignment.

The public relations staff assigned as press release writers began to collect initial material sourced from the Executive Technical Echelon 1 Unit. The implementer of the IFNETS 2030 program is the Directorate General of Forestry Planning and Environmental Management (PKTL). The Directorate General of PKTL is mandated by the Minister of Environment and Forestry as the head of the IFNETS 2030 operational plan preparation team. The initial material obtained was a speech from the Director General of PKTL or who represented and presented materials during the IFNETS sub-national socialization event. This initial material is material that will be processed into a press release. The collection of initial material will make it easier for press release writers to determine the basic message conveyed at the IFNETS 2030 socialization event or workshop.

The next activity after the initial material collection is the preparation of coverage. Public relations make preparations to support the production process by preparing the tools needed. Several things must be prepared by public relations, namely:

1) Camera and Equipment

A camera is a tool that has a function to capture objects into images. Public relations needs cameras to document all activities while covering. The cameras used by public relations are professional cameras, DSLRs, and mirrorless. One of the cameras used by public relations in covering the IFNETS 2030 program event is the Sony Alpha 6000/A600. Public relations who serve as photographers and videographers also prepare spare batteries that will be used if the main battery runs out. Public relations also prepared two lenses for shooting at close and long distances. Lenses used by MoEF public relations include the Sony E 55-210mm f/4.5-6.3 OSS E-Mount lens.

2) Laptop

The laptop is used by public relations as a tool to write minutes of socialization activities and workshops for the IFNETS 2030 program in MS Word. Laptops are also used as a storage place for images and videos taken during the event.

3) Mobile Phones

Mobile phones are used as recorders to record remarks and presentations during the event. Mobile phones are also used as a tool for taking photos and videos if there is damage or error in the camera during the implementation of coverage.

After all the equipment was prepared, MoEF public relations covered the venue of the event. Coverage is an activity to collect data as sources and materials for writing, both scientific and popular works [1]. Reporting activities are very crucial in the press release production process because they will not be able to make writing without data collection. The purpose of reporting activities is to collect data that will be processed into accurate and factual information and to produce press releases that have news value. The data obtained during the implementation of coverage is the main data that will be processed together

with the data obtained in the initial material collection into press releases.

MoEF Public Relations must carry out coverage of IFNETS 2030 socialization events and workshops from start to finish. This aims to find out detailed information from the event, not to miss information, and be able to write interesting things from the event held in the press release. Public relations staff who are sent as press release writers, photographers, and videographers must carry out their respective duties with full responsibility.

Press Release Author

Public relations must have good writing skills, one of which is the ability to compile press releases. This understanding can be interpreted that public relations must be able to play a role as a press release writer [3]. A press release writer is someone who compiles a press release that will be sent to the media to be published as news. Authors of IFNETS 2030 program press releases must understand the objectives of IFNETS 2030 socialization and workshops. The author of the press release is tasked with listening and recording information submitted by the Director General of PKTL or who represents the IFNETS 2030 work team during the event. The activity of recording the information conveyed is called taking minutes. Minutes are used as material for writing press releases. Press release writers also record the information conveyed using the audio recorder feature on smartphones.

Photographer

The photographer is in charge of taking pictures using a camera that has been prepared in the pre-production process. Images or photos produced during coverage of IFNETS 2030 socialization events and workshops will be used as supporting data when disseminating press releases or as evidence of the event. Photographers must be swift in shooting every series of IFNETS 2030 socialization events and workshops. Images taken by photographers during the event were images of the Director General of PKTL or representatives delivering speeches, reports from IFNETS 2030 work heads, presentations from each IFNETS 2030 field leader, photos with IFNETS 2030 socialization and workshop participants.

Videographer

The videographer is in charge and responsible for taking videos of IFNETS 2030 socialization events and workshops. The video will be used as documentation of activities or as material for creating content for the event being held.

The stage after pre-production is the production of press releases. Press release production is an activity to process data that has been obtained at the stage of collecting initial material and coverage into writing that contains information. Activities in press release production, namely determining basic messages, audio transcripts, writing press releases, approval of publications from the Head of the Public Relations Bureau, and revisions.

The first step in the IFNETS 2030 program press release production process is to determine the basic message to be conveyed in the press release. The basic message is the essence of information or messages presented through press releases [4]. Determining the basic message makes it easier for press release writers to develop the content of the writing. This activity also makes it easier for press release writers to create press release titles and leads.

The basic message of the IFNETS 2030 program press release can be determined through the dominant message or information conveyed in IFNETS 2030 socialization events and workshops. The socialization event of the IFNETS 2030 program, especially the Sub-National IFNETS 2030 Socialization in the series of events there were remarks from the Ministry of Environment and Forestry and the Regional Government where it was implemented. The basic message can also be determined through similarities between the deliveries of both parties.

The next process is to do the audio transcript. Transcripts are the activity of converting audio, video, and image recordings into text or writing [14]. Audio transcript means the activity of converting audio recorded during the reporting process into writing. Audio transcripts are made by listening back to audio recorded at IFNETS 2030 after the event ends. The audio listened to is then written in MS Word found on the laptop.

Audio transcripts do not have to be written in their entirety. Audio transcripts take only the important parts according to a predetermined basic message. Public relations must listen carefully to the audio so that there are no errors in taking quotes. Audio can be played repeatedly to ensure correct data and avoid errors, especially numeric data.

Next comes the main activity, namely writing press releases. Press release writing is writing news [16]. This understanding can be interpreted as the author of the press release must be able to write a press release that has news values and elements. The press release of the IFNETS 2030 program serves as a medium for disseminating information through mass media which aims to make this program known to the public. This function can be achieved when press releases are written using clear and easy-to-understand language. A press release writer must pay attention to journalistic rules and use an interesting writing style tailored to the intended reader. The most important thing in writing a press release is to apply the 5W + 1H formula (What, Who, When, Where, Why, and How) [5].

1) What

What is an element that can answer the reader's question about what activities are carried out. What is a mandatory element that must be listed in the press release. Sentences containing what elements in the IFNETS 2030 program press release, including "The Ministry of Environment and Forestry (MoEF) holds FoLU Net Sink 2030 Socialization at the Public Relations Level of Ministries/Institutions and the Provincial/District/City Communication and Information Service." This sentence answers the question "What activities are being held by the MoEF?"

2) Who

Who is an element that explains the parties involved in IFNETS 2030 socialization and workshop events. The parties involved are the Director General of PKTL or who represents, five IFNETS 2030 heads including participants who attended the event. Sentences containing elements of who in the press release, including "Director General of Forestry Planning and Environmental Management (PKTL) of the Ministry of Environment and Forestry (MoEF), Ruandha Agung Sugardiman said that FoLU Net Sink 2030 is a condition to be achieved through reducing Greenhouse Gas emissions from the forestry and other Land Uses (FoLU) sector with conditions where the absorption rate is equal to or higher than the emission level." The sentence answers the question "Who explained about IFNETS 2030?" Another sentence, namely "This socialization activity was attended by the Head of Fields I – V of the FoLU MoEF Work Team, representatives of the Work Unit in charge of public relations and public communication at Ministries, Institutions, SOEs, and State Universities; Regional Apparatus Organization in charge of public relations and public communication in provincial, regency, and city governments; and the entire Working Team of Indonesia's FoLU Net Sink 2030." The sentence answers the question "Who attended the IFNETS 2030 socialization event?"

3) When

When is an element that describes the time the activity takes place. The writing refers to the day, date, month, and year. Sentences containing elements of when, including "The Ministry of Environment and Forestry (MoEF) continues the Socialization of Sub National Indonesia's FoLU Net Sink 2030 in Makassar, South Sulawesi on Monday, February 27, 2023." The when an element in the sentence, which is on Monday, February 27, 2023.

4) Where

Where explains the information about the place of socialization and workshop of the IFNETS 2030 program. Sentences containing where elements in the press release, including "The Ministry of Environment and Forestry (MoEF) will continue to hold the Sub-National Socialization of Indonesia's FoLU Net Sink 2030 at Baruga Karaeng Pattingalloang South Sulawesi Governor's Office House on Monday, February 27, 2023." The where element in the sentence, namely "at Baruga Karaeng Pattingalloang South Sulawesi Governor's Office House."

5) Why

Why explains the reasons or reasons for the implementation of IFNETS 2030 socialization and workshops. The reasons for the implementation are included so that readers do not wonder why this socialization event and workshop must be carried out. Sentences containing elements of why in the press release, including "The workshop on the preparation of Indonesia's FoLU Net Sink 2030 Sub-National Work Plan of South Sulawesi was held for brainstorming, input on sub-national work plans, preparing implementing structures/organizations, agreeing on report outlines, determining Person in Charge and parties involved in each detail of mitigation action outputs, preparing timelines and achievement targets before workshop

II; create joint discussion groups to facilitate communication and transfer of information/data."

6) How

How to explain how the IFNETS 2030 socialization and workshop took place. The sentence containing the element of how, namely "The series of socialization activities began with the submission of a report by the Secretary of the Directorate General of Forestry Planning and Environmental Management, Hanif Faisol Nurofiq. Then, followed by an Operational Plan presentation session by five areas of Indonesia's FoLU Net Sink 2030, namely: Field I Sustainable Forest Management by Risno Murti Candra; Field II Carbon Stock Enhancement by Helmi Basalamah; Field III Conservation by Wiratno; Field IV Peatland and Mangrove Ecosystem Management by Cyprrianus Nugroho Sulistyو Priyono; and Field V Instruments and Information by Kirsfianti Linda Ginoga."

The press release writing model applied by MoEF public relations uses an inverted pyramid model. This is relevant to what Safitri (2022: 8) said that writing press releases is almost the same as writing direct news [9]. The procedure for writing live news uses an inverted pyramid style (Figure 1). The writing style of the inverted pyramid is to write the news from the most important to the least important.

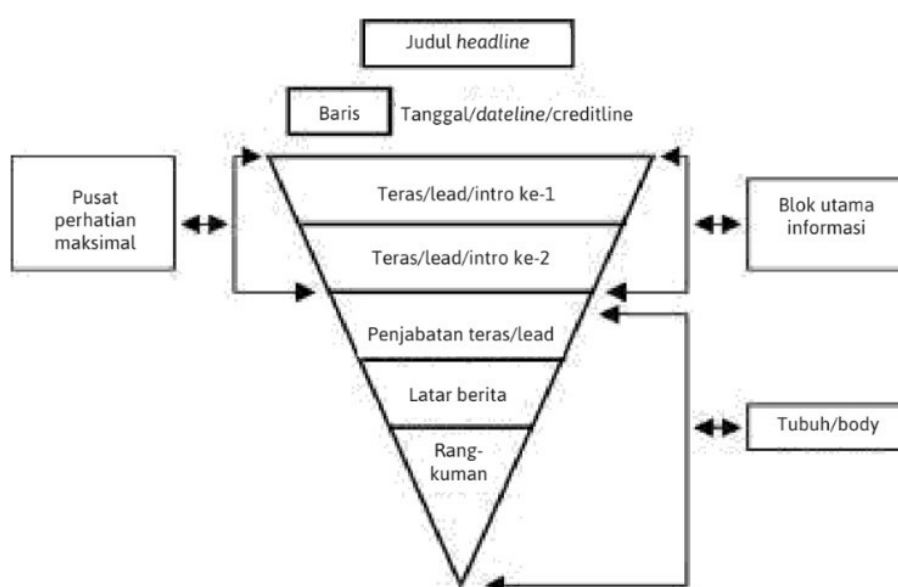


Figure 1. Inverted pyramid model

Processing data collected on initial material collection and coverage activities into press releases requires a critical thinking process. The author of the press release must find and determine the essence of the information conveyed then turn it into writing that is easily understood by readers. The IFNETS 2030 program press release written by MOEF public relations consists of the title, lead, body, and closing. This is in accordance with what was conveyed by Bahri and Sambo (2021: 36).

1) Heading

The title is the first sentence that readers of a press release see and read. The title is likened to a showcase for press releases so it must be made in short sentences, active sentences and must reflect the content of the press release made [6]. The headline should be attention-grabbing, concise, and effective so that the reader decides to read the press release to the end. The title of a press release is considered good when the reader can understand the intent of the title. The title of the IFNETS 2030 program press release should describe the content of the press release. The title of the IFNETS 2030 program press release contains one of the words Climate, FoLU, and Net Sink.

2) Lead

Lead is an introduction consisting of one sentence or it can also be a paragraph. Lead is often referred to as the opening sentence [12]. It is this opening paragraph that expresses the main idea or topic of a press release. The opening paragraph is eye-catching information that can attract the reader's attention. The lead used by MoEF public relations in the IFNETS 2030 program press release contains information about the time and place of IFNETS 2030 socialization and workshop, implementation objectives, and the understanding of IFNETS 2030.

3) Body

Body or body writing is a development of leads. The body contains the details of the information you want to convey. The body is arranged in the order of the most important information and followed by information as an explanation of the basic message. The body of the IFNETS 2030 program press release contains many quotes submitted by resource persons during the event. A quote is a copy of a sentence, paragraph, or opinion of a source. The quotes contained in the IFNETS 2030 press release are direct and indirect. Direct quotations are quotations of sentences delivered by the source without changing the narrative conveyed in the slightest. Direct quotes are marked with the use of quotation marks (Figure 2).

"Program *FoLU Net Sink* 2030 ini merupakan upaya Indonesia dalam mencapai tingkat emisi yang rendah dengan tetap menjaga pembangunan sehingga meningkatkan kesejahteraan yang adil dan merata bagi masyarakat Indonesia. Kita berusaha untuk bisa menurunkan emisi Gas Rumah Kaca, khususnya dari sektor kehutanan dengan pijakan *sustainable forest management, environmental governance, carbon governance*," tambah Ruandha.

Figure 2. Direct Quote

Indirect quotations are quotations of sentences delivered by sources by summarizing and changing the way they are delivered. Things to note in writing indirect quotations, namely the author is allowed to change the way it is delivered, but must not change its meaning. The most important difference between direct and indirect quotations is the use of quotation marks. Indirect quotations do not use quotation marks in their writing. Press release writers write direct quotes according to their writing style and understanding of what is conveyed by the source (Figure 3).

Lebih lanjut, Ruandha menyebutkan bahwa capaian *FoLU Net Sink* 2030 sangat ditentukan oleh empat langkah utama upaya mitigasi, satu diantaranya adalah Pengembangan Kelembagaan yang di dalamnya terdapat langkah kerja Pelaksanaan Komunikasi Publik.

Figure 3. Indirect Quotes

4) Closing

The closing serves as the final explanation of the written press release. The closing that is often used in writing the press release of the IFNETS 2030 program by MoEF public relations is information related to quotes of expectations from the implementation of the event and participants who attended the event.

The writing of the IFNETS 2030 program press release by MoEF public relations has several provisions, namely:

1) Definitions of the IFNETS 2030 program

The IFNETS 2030 program stands for Indonesia's FoLU Net Sink 2030. The name of the program is in a foreign language. Many people do not understand the definition or meaning of the program. The inclusion of the IFNETS 2030 program definition aims to make people who read the press release understand and understand the definition of the program.

2) Include quotes from at least two sources

The quotes included in the press release of the IFNETS 2030 sub-national socialization event are from the Ministry of Environment and Forestry, especially the Director General of PKTL or those representing and quotes from the Regional Government where the socialization is carried out. Quotes included in the IFNETS 2030 socialization press release at the institution/government public relations level, namely from the Director General of PKTL or who represents and an excerpt of a report from one of the IFNETS 2030 field leaders. The inclusion of quotes from two sources aims to enrich the information contained in the press release.

3) Mention stakeholders who attended socialization events and workshops

The mention of the names of stakeholders present aims to provide information to readers related to stakeholders who attended the IFNETS 2030 program socialization and workshop events.

4) Have no more than two pages

MoEF Public Relations views that the maximum number of pages for IFNET 2030 program press releases is two pages. This is so that IFNETS 2030 program information is conveyed effectively. Press releases written more than two pages are considered ineffective and will make people bored because they are too long.

The next process after writing a press release is to ask for approval or publication approval from the Head of the Public Relations Bureau. The Head of the Public Relations Bureau will first read and check the press releases that have been written by the public relations staff. Examination related to substance and language. The Head of the Public Relations Bureau ensures that there are no more errors in writing and ensures that the press releases presented are pleasant to read and easy to understand.

The Head of the Public Relations Bureau serves as the person in charge and the final editor of the press release. Press releases containing quotes from the Minister and Deputy Minister of Environment and Forestry as well as Echelon 1 Officials will be asked for prior approval from related parties by Head of the Public Relations Bureau. MoEF Public Relations has a special group of press release writing and dissemination teams. This group is used to coordinate press releases written and seek approval from the Head of the Public Relations Bureau for dissemination. Press releases that have received approval from the Head of the Public Relations Bureau will be added with a press release number.

Press releases that have been submitted to the Head of the Public Relations Bureau often still have errors and need improvement or revision. The revision of the IFNETS 2030 program press release is based on improvements requested by Public Relations Officers. Revisions can be in the form of improvements to the title or content of the press release. Revision of press releases is also done by improving grammar, punctuation, spelling, diction as well and sentence and paragraph structure. Revision is also done by re-reading and ensuring the data presented is correct and appropriate. The revised press release will be sent to the Head of the Public Relations Bureau for review and approval for publication.

The final stage of the production process is post-production This stage contains the publication of press releases, sending press releases to the media, monitoring, and evaluating press releases. The first activity in the post-production stage is the publication of press releases. Press release publication is an activity to broadcast and publish information on the IFNETS 2030 program to the public through the media. MoEF uses the official website with the URL <https://ppid.menlhk.go.id/> as a medium for publishing press releases. Press releases that have been approved by the Head of the Public Relations Bureau will soon be published on the website. The publication through the website aims to accelerate the dissemination of information on the IFNETS 2030 program. Publication through the website also makes it easier for the media to take news materials and makes it easier for the public to access and read published press releases. MoEF Public Relations who are assigned as press release writers can log into the website with the username and password provided.

Things that can be added to the dissemination of information through the website are journalistic images and supporting

data. Supporting data from the IFNETS 2030 program press release are PDF files of remarks from the Director General of PKTL and PPT files of material exposure. MoEF Public Relations can also determine the publication date of the press release. Press releases that have been moved from MS Word to the press release upload page on the website will <https://ppid.menlhk.go.id/> be read again by public relations. This aims to ensure that the press release to be disseminated is correct and there are no data and information errors.

Once published, the press release was sent to the media in cooperation with the Ministry of Environment and Forestry. MoEF Public Relations has a WhatsApp group consisting of public relations and media who have collaborated with the MoEF in the publication of the IFNETS 2030 program press release. The IFNETS 2030 program press release that has been published on the <https://ppid.menlhk.go.id/> website will be sent through the WhatsApp group. MoEF Public Relations sends press releases in the form of text, photojournalism, and URL links to press releases that have been published. The media can ask in the WhatsApp group if there is information that is not understood or not clear. The Ministry of Environment and Forestry collaborates with several media in Indonesia in the publication of the IFNETS 2030 program press release. These media, namely Media Indonesia, Kompas Grup, Detik.com, Genpi.co, Antara, JPNN, Jawa Post, Republika, Rakyat Merdeka, Tribunnews, dan Pikiran Rakyat Media Network, IDN Times, Metro TV, Antara TV, TVRI, dan B TV.

The next activity is media monitoring. Media monitoring is a monitoring activity for press releases that have been published by the media in the news. Media monitoring activities begin with the preparation of tools in the form of laptops and the preparation of web browsers (Google Chrome). Media monitoring activities for IFNETS 2030 program news published by the media are carried out manually, namely writing IFNETS 2030 keywords and the place of implementation on the internet through the chrome application. The news that has been discovered by public relations will be checked first. Things that need to be checked are the title, lead, and content of each published news. Public relations check this section to ensure that the news published is by the message that MoEF public relations want to convey.

MoEF Public Relations is also tasked with ensuring that the IFNETS 2030 program news that has been published by the mass media is on time. Media that have not aired IFNETS 2030 program news for 24 hours will be reconfirmed by public relations via WhatsApp group or personal chat. This is so that the media can immediately broadcast the news. News that has been obtained on Google Chrome will be collected or recapitulated in one MS Excel file to monitor how much media is spreading news of the IFNETS 2030 program. Media that have collaborated with the Ministry of Environment and Forestry will usually also directly send a link to the news URL via WhatsApp group or personal chat to public relations. Media monitoring is carried out after 24 hours after the press release is disseminated.

The final process of the IFNETS 2030 program press release production process is evaluation. News URL links that have been recapitulated in one MS Excel file will be evaluated every month. Evaluation is carried out on agenda-setting activities. Public relations will convey the number of media that publish news of the IFNETS 2030 program held in one month. Through the number of media that publish IFNETS 2030 program news, public relations can find out how much media interest in IFNETS 2030 program publications. If there is a dissemination of a press release that does not reach 10 news, the public relations will evaluate the press release and discuss the reasons and reasons for the media not publishing the press release.

IV. CONCLUSION

The process of disseminating IFNETS 2030 program information through press releases consists of three stages, namely pre-production, production, and post-production. The pre-production stage consists of reporting assignments, collecting initial material, preparing coverage, and coverage. The production phase consists of determining the basic message, and audio transcript, writing a press release, approval of publication from the Head of the Public Relations Bureau, and revisions. The post-production phase consists of publishing press releases on the website, sending press releases to the media, monitoring, and evaluation.

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