

Handling Climate Change Adaptation And Mitigation: Government Public Relations Strategies Towards SDGs

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Abstract. As an archipelago, Indonesia is very vulnerable by the impact of climate change. Indonesia's ability on mitigation and adapting to climate change is not as advanced as developed countries yet. Climate change is a global issue whether as a main principal or connected with Sustainable Development Goals, involving complex system; social interactions, economy, environment and institutional system.

Indonesia's Ministry of Environment and Forestry has been managing climate change mitigation and adaptation. Despite its significance of institutional change, from Climate Change National Council to the Ministry Office, it is still tough to deliver Climate Change mitigation and adaptation through government-public relations strategy to support one of Sustainable Development Goals .

This paper aims to answer major research questions; (1) To what extent do key climate change mitigation and adaptation are disseminated by Government Public Relations, (2) to find out how government's public relations strategies executing mitigation and climate change adaption for sustainable development goals. Using qualitative approach with case study method, data interpreting and collecting step uses qualitative approach through in depth interview with Directorate General of Climate Change Control and Government Public Relations Office of the Ministry of Environment and Forestry, and President's representatives to World Climate Change Forums.