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MARKETING COMMUNICATION ON THE ENVIRONMENT PROTECTION ON ANNUAL HAZE SMOKE IN RIAU PROVINCE

Abstract:

For several years, the haze smoke that creates on huge and wide effect in many aspects including environmental right violation, air pollution, and many victims due to forest fire happened annually in Riau Province Indonesia. The local society and the neighbouring countries have protested this condition but it seems that this problem is far away to be solved. This study is aimed to offer a human right-based approach as a solvent to another policy of forest fire mitigation with the aim to bridge the gap on the forest fire mitigation effort. Thus, this research is a desktop research that examines the prospect and limits of such approach based on the environmental communication strategy perspective. Human rights based approach can be used as an effort to mitigate forest fires by maximizing the main elements of community participation through environmental communication by holding events, campaigning hashtag movements in social media, and giving social sanction for companies involved in the forest burning efforts.

Keywords:

marketing, environmental communication, environmental protection, haze smoke, Riau,