

ABSTRACT

This study examines message and digital media strategies in the "Protect The Ocean" campaign managed by SkytreeDGTL, a social marketing consulting firm. The research background stems from the recognition of the importance of message and digital media management in executing social marketing strategies. The main objective of this study was to provide a comprehensive overview of how message and digital media strategies were employed in the "Protect The Ocean" campaign by SkytreeDGTL. By utilizing a digital marketing consultant as the research subject, it aims to bring a novel perspective by offering a deeper understanding of how NGOs can develop effective message and media strategies in social marketing to achieve more impactful communication goals. Employing a qualitative approach with an interpretive paradigm, the research analyzed message and media strategies in the "Protect The Ocean" campaign. The findings reveal that SkytreeDGTL employs three primary message strategies, including effective message design, storytelling, and evaluation in message development. Additionally, SkytreeDGTL implements four main media strategies, encompassing media selection, media management, Omni-channel strategy, and media performance evaluation. The study was expected to not only contribute to understanding how SkytreeDGTL manages the "Protect The Ocean" campaign but also to provide valuable insights for other organizations in developing effective message and digital media strategies in the context of social marketing.

Keywords: *Social Marketing, Social Marketing Strategies, Message Strategies, Media Strategies, Nongovernmental Organization*