

ABSTRACT

In recent years, the issue of climate change has become a concern of many parties ranging from the central government, community, private sector and also academics who care about the environment. One of the causes of climate change is carbon emissions produced by motor vehicles. Various ways are done to reduce carbon emissions. One of them is the environmental campaign carried out by Journey To Zero, namely the #BirukanLangit campaign. The purpose of this research is to find out the environmental communication strategy of Journey To Zero in the #BirukanLangit campaign. This research uses qualitative research methods with a case study approach. The results of this study show that Journey To Zero conveys information by the people of #BirukanLangit in a more fun way by holding virtual challenges, sports activities such as cycling, and offline events to attract young people's interest in environmental issues, using Instagram communication media, applications, websites, and bicycles so as to cause changes in thoughts and attitudes taken to participate in protecting the environment.

Keywords: *environmental communication, campaign, communication strategy carbon emission.*