

***APRIL2030 Program Media Content Design at PT Riau
Andalan Pulp and Paper (RAPP)***

ABSTRACT

Paper has a significant environmental impact due to its raw material being trees and the chemical production process, which can trigger climate change. PT Riau Andalan Pulp and Paper (RAPP) is a private company operating in the paper industry. This company has garnered a negative stigma from the public due to environmental issues associated with its paper production. Subsequently, the company introduced the APRIL2030 program, the content and purpose of which aims to achieve carbon neutrality by 2030, measurable environmental achievements, and the eradication of extreme poverty in communities around its operational areas. The APRIL2030 program has been active since 2020, yet the public remains unaware of its existence. One approach to realizing the program's goals is to campaign through brand communication strategies. This strategy involves a media communication concept implemented through suitable visual media. However, the APRIL2030 program has yet to fully maximize its exposure through the campaign media employed by the company. Based on the findings from observations, similar projects, interviews, and questionnaires, PT RAPP requires brand communication to develop design solutions that reinforce the character of the APRIL2030 program, focusing on effectively communicating its goals to a broader target audience. With the implementation of these brand communication strategies, the aim is to eliminate societal stigmas, enhance the company's image potential, and expand marketing reach to effectively convey the APRIL2030 program.

Keywords : *environment, promotional media, community stigma, APRIL2030 program, brand communication*