

ABSTRACT

This research is motivated by the lack of DKI Jakarta Green Open Space and company participation in the environmental sector. To form a city that pays attention to the environment, a vision for urban development is needed that takes into account environmental factors and sustainable development. The private sector in supporting government activities in the environmental sector is carried out through the role of Corporate Social Responsibility (CSR). One company, namely PT United Tractors Tbk, created the Integrated Green Village Program in collaboration with related sectors to address environmental problems. The purpose of this study was to determine the environmental communication that occurs in the Integrated Green Village Program in RW 01 Kelurahan Cakung Barat by using an environmental communication model consisting of information flow, message content, and communication media. This study uses qualitative research methods through descriptive analysis. The results of the study show that there is environmental communication with the flow of information conveyed directly to related sectors, the contents of the message are the delivery of problems that occur in RW 01 Kelurahan Cakung Barat and the solution to these problems with the Integrated Green Village Program, and the communication media used are still simple through meetings coordination and official letters.

Keywords: *environmental communication, communicating environmental information model, corporate social responsibility, integrated green village program*