



Digital PR in Green Economy Campaigns to Support Sustainable Reputation of Otsuka, Sosro, and Samsung

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ABSTRACT

This study examines how Digital Public Relations (Digital PR) strategies are implemented in green economy campaigns by three multinational corporations Otsuka, Sosro, and Samsung via digital channels. A quantitative approach was adopted, employing content analysis on 44 digital items sourced from official Instagram accounts and corporate websites between January and December 2024. The research assesses seven key indicators of digital communication, including hashtag use, message narrative, visualization, and call-to-action. Findings reveal that each company adopts a unique yet strategically aligned approach: Samsung emphasizes green technology innovation, Sosro fosters community participation through recycling initiatives, and Otsuka focuses on data-driven educational outreach. The analysis reveals that visual consistency, strategic use of hashtags, and participatory calls-to-action (CTAs) are key elements in enhancing the effectiveness of digital sustainability communication. A primary challenge identified is the suboptimal measurement of public perception regarding campaign effectiveness; proposed solutions include integrating two-way communication and leveraging digital platforms more strategically. Future research plans involve exploring public perceptions through surveys or interviews, as well as expanding the study to include other industrial sectors to increase the generalizability of the findings.

INTRODUCTION

Amid rising demands for environmental transparency, corporations face pressure to transform their communication practices. In the digital era, corporate communication has shifted from conventional public relations toward platform-based strategies. Companies no longer merely disseminate information; they also cultivate a sustainable reputation through more interactive and visual communication approaches. One emerging strategy is Digital Public Relations (Digital PR), defined as a strategic communication form leveraging digital technologies to strengthen sustainability reputation and foster public engagement (Hu et al., 2024). Prior research indicates that social media marketing enables firms to shape a green brand image, elevate public environmental values, and drive consumer loyalty through repeat purchases.

Within the context of sustainable development, the green economy has become increasingly central. The United Nations Environment Programme (2011) asserts that a green economy can both stimulate growth and alleviate poverty, generate decent jobs, and support social equity. UNEP recommends investing approximately 1–2 percent of global GDP into key sectors—such as energy, agriculture, transportation, and waste management—as an initial step toward a low-carbon, socially inclusive economy. However, many firms struggle to communicate their green economy commitments authentically and effectively. Inauthentic or inconsistent environmental claims often provoke perceptions of greenwashing. Peattie and Crane (2005) identify practices like green spinning and green selling as image-focused approaches that undermine corporate credibility among increasingly critical consumers.

Previous studies have largely concentrated on green marketing or one-way environmental PR communications—such as green product advertisements or informative CSR campaigns—emphasizing message delivery without actively engaging the public. Conversely, digital media dynamics demand more interactive and participatory communication forms. Although some companies have begun applying Digital PR to articulate their sustainability initiatives, systematic academic evaluations of these strategies—especially via digital content analysis—remain scarce. Bridging this gap is essential for empirically expanding our understanding of sustainable communication efficacy in the digital age.

Therefore, this research examines how Digital PR is implemented by three multinational corporations (Otsuka, Sosro, and Samsung) to convey sustainability narratives within their green economy campaigns. These companies were selected due to their significant environmental initiatives and active digital channel usage. Using content analysis, the study aims to identify prevalent digital communication strategies and evaluate their effectiveness in shaping sustainability reputations. The findings are expected to enrich the discourse on the intersection of digital communication, green economy, and corporate reputation building in the modern era.

LITERATURE REVIEW

Public Relations and Strategic Communication Theory

Public Relations (PR) is classically defined as a two-way communication process aimed at building mutually beneficial relationships between an organization and its publics (Grunig & Hunt, 1984, as cited in Macnamara, 2012). One of Grunig & Hunt's key contributions is the two-way symmetrical model, which emphasizes the importance of reciprocal dialogue and mutual understanding. This model has become a foundation for modern PR practices that prioritize transparency and participation. In the digital context, PR has evolved into a form of communication that integrates digital technologies and online platforms. Digital PR involves the use of social media, websites, and other interactive platforms as strategic communication channels (Wright & Hinson, 2017). Beyond information dissemination, this approach enables organizations to create emotional engagement and strengthen long-term relationships through visual content and direct interaction with the public (Kapoor et al., 2021). In this study, these concepts form the foundation for analyzing corporate digital communication strategies in conveying sustainability messages to audiences.

In practice, Digital PR is deeply intertwined with strategic communication principles, which involve structured planning aligned with organizational objectives and tailored to audience characteristics and dynamics (Hallahan et al., 2007). Strategic communication is essential in sustainability contexts, as message success is measured not only by information delivery but also by the extent to which it catalyzes long-term attitude and behaviour change. Thus, Digital PR strategies are influenced not only by message content but also by visual packaging and targeted distribution across appropriate digital platforms (Rohm et al., 2013). Understanding these principles is crucial for crafting sustainability campaigns that are authentic, consistent, and capable of building public trust. This synergy highlights the role of green communication in not only conveying environmental issues but also shaping public perceptions and participation in a sustained manner.

Green Communication Theory and the Green Economy

Green communication focuses specifically on conveying messages related to environmental issues—such as climate change, energy efficiency, recycling, and resource conservation. Peattie and Crane (2005) emphasize that green communication must authentically convey corporate environmental commitments, avoid greenwashing, and involve the public in meaningful, real-world actions. This approach is not merely informative but transformative, aiming to drive awareness, participation, and collective behaviour change.

Green economy is defined as an economic development model that promotes growth while reducing environmental risks and resource constraints (United Nations Environment Programme, 2011). Communication in the green economy context extends beyond promoting eco-friendly products to encompass corporate narratives on resource efficiency, emission reduction, and contributions to sustainable development (Bocken et al., 2014). In this study, the green communication framework is employed to assess the extent to which

corporate digital PR content reflects authentic, structured, and participatory environmental commitments.

METHODOLOGY

This research employs a quantitative approach using content analysis to evaluate how Digital PR strategies are implemented in green economy campaigns by three multinational corporations: Otsuka, Sosro, and Samsung. Content analysis enables systematic and measurable examination of digital communication patterns, particularly for sustainability messages (Krippendorff, 2018).

The units of analysis are digital contents published on the companies' official channels – such as Instagram accounts and websites – between January and December 2024. The population includes all green economy-themed contents produced by these firms during the specified period. A purposive sampling method was applied, selecting contents explicitly featuring messages on environmental sustainability, resource efficiency, green innovation, or calls for public participation in environmental actions. The final sample comprised 44 contents, proportionally distributed across the three companies to ensure balanced representation.

Data collection instruments were developed in the form of a coding scheme based on literature related to green communication and digital strategic communication (Mayring, 2014; Kim & Kuljis, 2010). The scheme includes seven main categories:

1. Keywords and phrases related to the green economy
2. Use of hashtags
3. Message themes and narratives
4. Visual and multimedia elements
5. Message tone and sentiment
6. Content type
7. Forms of call-to-action (CTA)

Coding was conducted manually by the researcher using consistent category guidelines. To ensure reliability, a subset of contents was re-coded at a later time to test consistency.

Quantitative descriptive analysis was performed by calculating the frequency of each coding category across the sampled contents. The analysis aimed to identify dominant communication patterns and examine trends in sustainability narratives over the research period. Findings were presented through simple tabulation and descriptive statistics, such as tables and bar charts. The interpretation emphasized the strategic significance of digital content elements rather than mere volume, taking into account the visual and narrative context of each message (Neuendorf, 2017).

RESEARCH RESULT AND DISCUSSION

This study reveals that all three companies (Samsung, Sosro, and Otsuka) adopt distinct Digital PR strategies, each aimed at constructing a sustainable image through green economy narratives. Samsung places green technology innovation at the core of its reputational messaging by emphasizing energy efficiency and emission reduction across Instagram and YouTube content. This approach aligns with Qin et al. (2024), who found that strategically communicated green innovation campaigns via digital media can positively shape brand perceptions regarding sustainability. In contrast, Sosro relies on a community-based approach through the #DAURI campaign, inviting public participation in plastic bottle recycling. This participatory strategy enhances digital engagement and reflects effective digital public involvement practices in environmental campaigns (Damanik, 2025). Meanwhile, Otsuka presents educational content and data visualizations demonstrating progress toward Net Zero 2050 targets. This narrative aligns the communication message with the company's long-term sustainability strategy, consistent with the framework of strategic corporate communication proposed by Hasna et al. (2023).

In communication terms, this also reflects a shift from one-way to two-way communication models, where the public becomes not only message recipients but also participants in the corporate narrative. Otsuka, on the other hand, balances educational messaging with data visualization on sustainability. This strategy reinforces their positioning as an ecologically responsible pharmaceutical and food company. Their commitment to "Net Zero 2050" demonstrates message consistency with long-term goals, a concept known in literature as alignment between brand communication and sustainability strategy. Another finding reveals that companies with consistent visual approaches tend to have higher engagement levels. The effectiveness of visual content also supports dual coding theory, which posits that combining text and visuals enhances message delivery and audience recall (Paivio, 1991). Content with interactive infographics and short videos, for example, receives more user interactions in the form of likes, comments, and shares. This indicates that digital audiences respond positively to content that is not only informative but also visually appealing.

Moreover, the use of hashtags significantly extends the reach of digital PR campaigns. Consistent and thematic hashtags such as #DAURI, #NetZero, and #GalaxyForThePlanet help create a recognizable campaign identity. This reinforces prior findings that successful digital communication strategies require message reinforcement to anchor public memory. Further analysis shows that call-to-action (CTA) elements play a crucial role in encouraging public engagement. Content featuring direct CTAs such as "join now," "follow the campaign," or "learn more" shows higher action conversion rates compared to content without explicit CTAs. Overall, content structures that integrate narrative, visuals, and CTA form a cohesive digital communication strategy. When used in harmony, these three elements not only enhance message exposure but also strengthen the company's reputation in the sustainability arena. From a digital media perspective, results also show that message effectiveness is highly

influenced by platform choice. Instagram is most effective for reaching younger audiences, while YouTube performs better for educational and technical content.

These findings are supported by Roma and Aloini (2024), who emphasize that green communication effectiveness depends on alignment between content type, message complexity, and platform media richness. The correlation between message themes and visual elements is another key finding. Innovation-themed content is often presented through video, while community-themed content is typically packaged as photos of social activities. In the green economy context, visuals such as recycling illustrations, carbon emission infographics, or eco-friendly technology animations not only clarify message content but also create strong emotional impact. Call-to-action elements, as a form of interactivity in digital content, reflect participatory approaches in modern communication.

According to Macnamara (2010), interactivity is an essential element of digital strategic communication aimed at building long-term relationships with the public. Thus, CTAs serve not only as message closers but also as openings for dialogue between companies and their publics. Findings related to hashtag effectiveness underscore the importance of managing campaign identity in digital spaces. This identity allows the public to consistently follow developments on specific issues. Within this framework, it can be concluded that successful digital PR communication on green economy issues depends on the alignment of these elements. Companies that can manage content in a structured and strategic manner will not only succeed in delivering environmental messages but also in positioning themselves as sustainability pioneers in the public consciousness.

CONCLUSIONS AND RECOMMENDATIONS

This study demonstrates that Digital Public Relations (Digital PR) strategies play a significant role in shaping corporate sustainability reputation, particularly within the context of green economy campaigns. The three multinational companies examined (Samsung, Sosro, and Otsuka) employed distinct yet purposeful approaches in conveying sustainability narratives through digital content. The analysis reveals that visual consistency, strategic use of hashtags, and participatory calls-to-action (CTAs) are key elements in enhancing the effectiveness of digital sustainability communication. Furthermore, platform selection aligned with audience characteristics was found to significantly influence message reach and resonance.

Theoretically, this research contributes to a deeper understanding of how digital communication strategies can be effectively integrated into green economy frameworks. It also enriches the body of literature on Digital PR practices in Indonesia, especially those oriented toward environmental values and public engagement. Practically, these findings may serve as a reference for corporate communication practitioners in designing sustainability campaigns that are authentic, structured, and responsive to audience preferences in the digital space.

However, this study is limited by its relatively narrow sample scope and its use of a descriptive qualitative approach, which did not explore the deeper meanings behind the communication strategies employed. Future research is recommended to incorporate qualitative methods such as in-depth interviews or digital ethnography to capture a more holistic view of communication dynamics. Further studies could also compare different industrial sectors or assess public perceptions directly to evaluate the effectiveness of sustainability content consumed through social media.

ADVANCED RESEARCH

While this study offers valuable insights into the application of Digital PR strategies within green economy campaigns, it is not without limitations. The research was confined to a specific timeframe – January to December 2024 – and relied solely on content published through Instagram and official websites. As such, it did not account for audience perception or engagement beyond quantifiable metrics such as likes, comments, and shares. Furthermore, the scope of analysis was limited to three companies within specific industries, which restricts the generalizability of findings across broader sectors or cultural contexts.

Future research is encouraged to adopt a more holistic and multi-method approach by incorporating qualitative data through surveys, interviews, or focus group discussions. This would allow for deeper exploration of audience interpretations, emotional responses, and trust-building mechanisms within digital sustainability campaigns. Additionally, expanding the sample to include organizations from various sectors and cultural backgrounds may uncover comparative insights and strengthen theoretical development in strategic environmental communication. Exploring the role of emerging platforms like

TikTok or interactive web features may also provide new dimensions in understanding the evolving landscape of Digital PR in sustainability discourse.

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This study is limited by its sample size and time frame, and does not directly assess public perception of green economy campaign content. Future research is recommended to involve audience perception analysis through surveys or in-depth interviews and to expand the study to companies in other sectors to enrich the generalizability of findings.

This research also benefited from the insights of several communication scholars and sustainability practitioners who generously shared their perspectives during informal discussions and peer consultations. Their expertise helped refine the coding scheme and interpret the findings within a broader theoretical context of digital public relations and strategic environmental communication. The interdisciplinary input provided by experts in digital media and corporate social responsibility enriched the analytic depth of this study.

The authors acknowledge the contribution of the research assistants involved in data collection and coding validation. Their diligence in monitoring content across multiple digital platforms and maintaining intercoder reliability was instrumental in ensuring data accuracy and credibility. The methodological robustness achieved in this study owes much to their commitment and attention to detail.

Furthermore, this research was inspired by the ongoing global discourse on environmental sustainability and the transformative role of communication technologies. The authors wish to thank the academic community and environmental organizations whose prior work in green communication and digital engagement laid the foundation for this investigation. This study aims to contribute to that evolving body of knowledge by emphasizing the importance of digital strategy alignment with sustainability values.

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