\Management Public Relations Campaign of Environment, Social, and Governance (ESG) Program towards PT Pertamina (persero) Employees Period 2022

THESIS

Prepared to fulfill the requirements for obtaining a Bachelor's degree.

Faculty of Social and Political Sciences, Department of Communication Science

Muhammadiyah University of Yogyakarta

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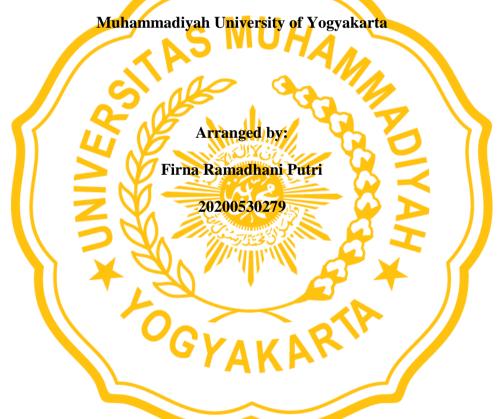
TITLE PAGE

THESIS

MANAGEMENT PUBLIC RELATIONS CAMPAIGN OF ENVIROMENT, SOCIAL, AND GOVERNANCE (ESG) PROGRAM TOWARDS PT PERTAMINA (PERSERO) EMPLOYEES PERIOD 2022

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Declare that the thesis entitled "Management Public Relations Campaign of Environment, Social, and Governance (ESG) Program towards PT Pertamina (persero) Employees Period 2022" does not contain works that have been submitted a Bachelor's degree at a university, and to the best of my knowledge there are no works or opinions that have been written and published by others, except for references that are written in this research thesis mentioned in the bibliography. If it turns out that in this thesis manuscript it is known that there are works or opinions that have been written published by others, I am willing to accept academic sanctions in accordance with the applicable provisions at Muhammadiyah University of Yogyakarta.

Yogyakarta, 29 July 2024

Firna Ramadhani Putri

MOTTO

"The satisfactions come from the Journey itself, and not the destination."

"There will be times when you succeed and times when you fail. So, wasting your time doubting if you'll be successful or not, is pointless. Just put one foot in front of the other, control what you can control, and then see what the outcome is."

"Allah is Intentional. What is meant to be, is meant to be"

PREFACE

Bismillahirohmannirohim

Praise and gratitude for the presence of Allah SWT who has given His grace and grace so that the author is able to compile and complete the Scientific Work entitled "Management Public Relations Campaign of Environment, Social, and Governance (ESG) Program towards PT Pertamina (persero) Employees Period 2022" This research is intended as a requirement in taking the Strata-1 level, to obtain a Bachelor's degree in the Communication Studies Department, Faculty of Social and Political Sciences, at Muhammadiyah University of Yogyakarta. In the preparation and completion of this scientific work, it cannot be separated from the help, guidance, and direction of various parties. Therefore, on this occasion the author also expresses his deepest gratitude to:

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The author realizes that this thesis can be realized inseparable from various parties, therefore with all humility the author expresses her gratitude to:

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In the end, I hope the results of this research can be useful for all parties. Especially in the study of Communication Science, the author believes that the preparation of this thesis is far from perfect. Suggestions and constructive criticism are needed for the improvement and perfection of this thesis, hopefully this thesis can benefit anyone who reads it..

Wassalamu'alaikum Wr, Wb.

Yogyakarta, 29 July 2024

Firna Ramadhani Putri

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