

## BBPPMPV BMTI Communication Strategy in Socializing Adaptation to the Use of Renewable Energy

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### ABSTRACT :

The dominant use of fossil energy in Indonesia, especially petroleum and coal, has resulted in its availability becoming increasingly depleted, so Renewable Energy (RE) is needed to anticipate this. The use of RE is the best alternative as an effort to reduce the use of fossil energy. The government must pay attention to this. To support the Government in implementing the conversion of fossil energy to RE, outreach to the public is needed. This research aims to find out the steps in planning a communication strategy in socializing the adaptation to the use of renewable energy carried out by Quality Assurance Development Center For Vocational Education in Mechanical and Industrial Engineering (BBPPMPV BMTI), there are three important elements in planning communication strategies, namely the application of the SMART formulation in determining communication targets (audience), selecting target groups and how to convey messages. The method used in this research is qualitative, data collection techniques are carried out through observation, interviews and literature studies. Research findings and results show that Indonesia needs socialization related to RE in the form of direct teaching which contains the practice of using, manufacturing or constructing RE Power Generation (PLET) devices that can be utilized by the community. Communication strategy carried out by BBPPMPV BMTI in Socializing Adaptation to the Use of RE through TET Training. The TET training conducted by BBPPMPV BMTI is a form of socialization in which there is direct teaching containing the practice of using, manufacturing or constructing RE Power Generation (PLET) devices that can be utilized by the community.

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## INTRODUCTION

In order to support the government in implementing the conversion of fossil energy to Renewable Energy (RE), early socialization and education is needed to the community (Rusdi et al., 2021). Sustainable Energy can be realized through government support as the owner and manager of energy sources through careful and sustainable planning, as well as community action regarding energy savings (Kaslam & Kaslam, 2020). Many countries have socialized the use of RE through several strategies as implementation in dealing with climate change, for example Pakistan and Tanzania. The government of Pakistan introduced RE for the first time through the energy policy to promote the application of RE technologies (RETs) 2006. The aim of this policy is to utilize renewable natural resources and increase overall public awareness (Zafar et al., 2018). Meanwhile, Tanzania communicates national climate change through the National Climate Change Strategy and Guidelines for Integrating Climate Change Adaptation into National Policy Sectors. Tanzania's Plans and Programs draw heavily on the Tanzania National Adaptation Action Plan (URT, 2007), which includes climate change adaptation plans for various sectors, including strategies for the water, agriculture and energy sectors (Pardoe et al., 2018).

The Indonesian government enforces the implementation of new energy sources and renewable energy sources through Law Number 30 of 2007 concerning Energy, which applies to both the central government and regional governments in their respective jurisdictions. All energy users are required to conserve energy at all stages of energy management. The obligation to conserve energy is explicitly stated in article 25 paragraph 1 which states that all parties, including the government, regional government, entrepreneurs and the community, are obliged to carry out this task (Yandri et al., 2018).

**Table 1 Renewable Energy Potential in Indonesia**

Energy Type	Potency
Hydropower	94.3 GW
Geothermal	28.5 GW
Bioenergy	PLT Bio: 32.6 GW and BBN: 200 Thousand Bph
Sun	207.8 GWp
Wind	60.6 GW
Ocean Energy	17.9 GW

Source: (National Energy Council Secretary General Team, 2019)

Based on the Indonesia Energy Outlook 2019, the Government is motivated to increase the role of new and renewable energy sources in order to maintain energy security and independence. This is driven by the decline in fossil energy production, especially petroleum, and the global commitment to reduce greenhouse gas emissions. In accordance with the provisions of Presidential Regulation number 79 of 2014 concerning National Energy Policy,

the minimum target for the proportion of new and renewable energy in the energy mix is set at 23% in 2025 and 31% in 2050. Indonesia has huge untapped potential. new and renewable energy sources that can be utilized to meet the primary energy mix targets, as illustrated in the Table 1.

To accelerate the progress of EBT, the Government has implemented many regulations, including: (1) Presidential Regulation no. 4 of 2016 (Article 14) concerning the Acceleration of Electricity Infrastructure requires that the development of electricity infrastructure prioritizes the use of innovative and renewable energy sources. The Government and/or Regional Government can provide assistance through fiscal incentives, simplifying the licensing process, determining purchase prices for electrical energy from various types of new and renewable energy sources, establishing a separate business entity to sell electrical energy to PT PLN (Persero), and/or providing subsidies, (2) Presidential Regulation no. 66 of 2018 allows the use of biodiesel for both Public Service Obligation (PSO) and non-PSO purposes, as stated in article 18 paragraph (1b), amending Presidential Regulation no. 61 of 2015 concerning the Collection and Use of Palm Oil Plantation Funds, (3) Minister of Finance Regulation No.177/PMK.011/2007 provides exemption from import duties on imports of goods for upstream oil and gas and geothermal business activities, (4) Ministerial Regulation Finance No.03/PMK.011/2012 concerning Procedures for Management and Accountability of Geothermal Fund Facilities, (5) Minister of Energy and Mineral Resources Regulation No. 49 of 2017 is an improvement on the Minister of Energy and Mineral Resources Regulation No. 10 of 2017 concerning Principles in Electricity Sales and Purchase Agreements, (6) Minister of Energy and Mineral Resources Regulation No. 50 of 2017 is a revision of Minister of Energy and Mineral Resources Regulation No. 12 of 2017 concerning the Utilization of Renewable Energy Sources for the Supply of Electricity, which was issued in the context of creating a better business climate while continuing to encourage efficiency practices and realizing reasonable and affordable electricity prices, and (7) Minister of Energy and Mineral Resources Regulation No. 49 of 2018 concerning the Use of Rooftop Solar Power Generation Systems by Consumers of the State Electricity Company (PLN).

Accelerating the use of renewable energy and energy conservation is one of the missions in the 2020-2024 Strategic Plan of the Ministry of Energy and Mineral Resources. To support this implementation, the Ministry of Energy and Mineral Resources uses a Tax Incentive strategy for industries that support increased use of renewable energy. These tax incentives are in the form of tax holidays in pioneer industries, tax allowances in the EBT sector and exemption from VAT and import duties in the renewable energy sector.

Based on these data, it can be seen that the Indonesian Government is quite massive in making policies related to the conservation of fossil energy to renewable energy, but according to research by Sudaryanti, the Indonesian Government is actively advocating for energy self-sufficiency, including in rural areas, although practical examples showing the development of bioenergy are still limited (Sudaryanti et al., 2017). This indicates the need for socialization regarding the use of RE which can be utilized by the population, not only socialization but needs to be supported by equipment to fulfill the utilization of RE (Lusiana Utari et al., 2018).

Of course, the conservation process cannot occur spontaneously, but requires a sustainable approach that involves society, the business world and the government. The public can obtain information through outreach efforts, which may involve direct instruction or providing solar panel technology for direct use by the public (Azzahra et al., 2019). For this phenomenon, researchers are interested in analyzing how the communication strategy that has been implemented by the Government is only limited socialize policies regarding mandate to increase the use of RE, but what is the government's role in communicating and assisting the community to prepare themselves so they can participate? adaptation makes and uses RE as an effort to deal with climate change in Indonesia.

Based on the policy issued by the Ministry of Energy and Mineral Resources, researchers feel that this policy only intervenes in industry, meaning that the socialization strategy carried out by the Ministry of Energy and Mineral Resources is only centered on industrial players, where if they use the latest energy for a clean energy mix they will be given incentives. According to researchers, there must be parties who take a role in educating the public regarding the use of renewable energy and this was discovered by Quality Assurance Development Center for Vocational Education in Mechanical and Industrial Engineering (BBPPMPV BMTI). Researchers have not found this socialization in similar research, so researchers are interested in researching more deeply regarding the BBPPMPV BMTI Communication Strategy in Socializing Adaptation to the Use of Renewable Energy.

BBPPMPV BMTI is a Technical Implementation Unit of the Ministry of Education, Culture, Research, and Technology which is supervised by the Directorate General of Vocational Education. BBPPMPV BMTI's task is to develop quality assurance of vocational education in the Mechanical and Industrial Engineering disciplines. To achieve this goal, BBPPMPV BMTI accepts cooperation from other departments. The ET Engineering Department is tasked with conducting studies, developing models, and providing training and learning systems to improve the skills and competencies of educators and education personnel in the ET Engineering Skills Program.

The education and training system and learning of the RE Technical Skills Program through educators and educational staff is what researchers see as the government's communication strategy, in this case the Ministry of Education and Culture, to expand and disseminate the RE mix.related to the creation, use and utilization of RE to deal with climate change in Indonesia. This knowledge will later be passed on by educators to students. The focus of this research is analysisGovernment communication strategy in the context of adapting the use of RE related to bhow BBPMPPV BMTI prepares Communication Strategy planning stepsIn Socializing Adaptation to the Use of ET.

## RESEARCH METHOD

This research uses qualitative methodology, specifically using a case study design. This research uses a case study methodology because it is a suitable approach to investigate research questions related to the "how" and "why" aspects, as stated by Robert K. Yin (Kinanti & Hardiyanti, 2022). An important aspect in qualitative research is the researcher's function.

Creswell (2016) emphasized that the data collection process in qualitative research uses many methodologies, including observation, interviews, and documentation (Qanita, 2023).

**Table 2 Informant Data**

Informant	Name	Position	Reasons for Selection of Informants	Information
1.	Wanto, ST, M. Eng.	Head of Administration Section BBPPMPV BMTI Ministry of Education and Culture Research and Technology	Before becoming Head of Administration, he was a Widyaiswara in the field of TET and was one of the pioneers in establishing the TET Department at BBPPMPV BMTI Ministry of Education and Culture Research and Technology	Key Informant
2.	Niamul Huda, ST, M. Pd.	Widyaiswara Intermediate Expert BBPMPPV BMTI Ministry of Education and Culture Research and Technology	TET education developer at BBPPMPV BMTI Ministry of Education and Culture Research and Technology	Main Informant
3.	IR. Suwardi, SE, M. Pd.	Widyaiswara Young Expert BBPMPPV BMTI Ministry of Education and Culture Research and Technology	Compiler of the TET education program at BBPPMPV BMTI Ministry of Education and Culture Research and Technology	Main Informant
4.	Nenden Nuraini, S. Pd.	Teacher at SMKN 1 Cimahi	As a participant in the DIPA Program training	Supporting Informant

Source: (Research Results, 2023)

The object of observation in this research is the Renewable Energy Engineering (TET) training activities carried out by BBPMPPV BMTI. Apart from observing ongoing activities and becoming participants in these activities, researchers also conducted interviews with Founder of the Renewable Energy Engineering Department, Developer of Renewable Energy Engineering Education, Compiler of the Renewable Energy Engineering Education Program at BBPMPPV BMTI and Renewable Energy Engineering training participants in this case are referred to as communicants, namely people who are directly involved in socialization activities regarding adaptation to the use of renewable energy, in this case are vocational school teachers. Researchers also collected documentation in the form of photos of TET training activities, videos and teaching modules as sources of information in this research.

Testing the validity of the data in this research uses the triangulation method, which is a method created to test information so that it is said to be valid or not based on information obtained from research (Alfansyur & Mariyani, 2020). There are 3 types of triangulation methods according to (Sugiyono, 2017) namely triangulation of sources, techniques and time. Source triangulation means testing data from various sources of informants from which the data will be taken. Time triangulation believes that data taken at different times will affect the validity of the data. Meanwhile, technical triangulation means data collection is carried out by checking data from the same source with different techniques. For example, data is obtained by interviews, then checked by observation, documentation, or questionnaires. If the three data credibility testing techniques produce different data, the researcher will conduct further discussions with the data source in question or another, to ensure which data is considered correct. Or maybe everything is true, because the points of view are different. To test the validity of the data using triangulation techniques, what the researchers did was conduct interviews with sources from different professions which present in Table 2. Apart from interviews, the researcher also carried out observations by means of participatory observation, in this case becoming a participant in the activity being studied and checking documentation related to the activity.

Researchers use the following data analysis approach: (1) data collection stage. At this stage, the researcher collects all field notes obtained from interviews and observations; (2) the next stage involves the process of data reduction and categorization. During this phase, data is simplified and organized, and (3) conclusions are drawn.

## **RESULTS AND DISCUSSION**

This research involves an analysis of the communication strategy design process at BBPPMPV BMTI, which specifically focuses on socializing adaptations to the use of ET. Smith (2005) defines communication strategy as a communicative effort or campaign that aims to enlighten or persuade. The goal is to foster understanding and support for a concept, idea, or argument, which can also be extended to products or services. Commercial or non-profit organizations can implement a communications strategy with clear objectives, carefully planned, and offering a variety of options that are researched and then assessed (Bender, 2022).

Communication strategy refers to a systematic approach used to achieve specific communication goals (Magdalena & Pamungkas, 2020). According to Steyn (2013), a communication strategy can be implemented by clearly identifying the target audience and determining the most effective way to communicate with them to ensure a positive reception. Sukarni (2012) supports this view by describing and articulating communication objectives (target audience) through the use of the SMART formulation approach which includes Specific, Measurable, Appropriate, Realistic and Temporal (within a certain time period). Apart from that, he also added an important element, namely selecting the target group. So based on this, the researcher used the concept from Sukarni (2012) to analyze the steps for planning communication strategies at BBPMPV BMTI in socializing adaptation to the use of RE.

The steps for planning a communication strategy are analyzed using the concept of Sukarni (2012) which states that there are three important elements in planning a communication strategy, namely the application of the SMART formulation in determining communication targets (audience), selecting the target group and how to convey the message.

### **Application of SMART Formulation in Determining Communication Targets (Audience)**

The first element in the communication strategy planning steps is the application of the SMART formulation, namely Specific, Measurable, Appropriate, Realistic and Temporal to determine the target audience/audience. Based on the Industrial Standard Vocational Teacher Up/Reskilling Program Design Book issued by BBPMPV BMTI, the requirements for participants in the Training on Installing Components for Operating Off Grid Mini Hydro Power Plants (PLTMH) are as follows: (1) Renewable Energy, Electricity, Electronics Engineering Skills Competency Teacher, Mechanical Engineering, (2) Minimum education D4/S1, (3) Maximum age 50 years, (4) Have NOPES/registered at DAPODIK Vocational School, (5) Willing to take part in training to completion, (6) Apply the results of training at Vocational School place of duty according to the agreement/work assignment at the Vocational School (Ahmad & Ramdaniaty, 2023).

If you are guided by this design, there are several specific and detailed participant requirements for the Off Grid PLTMH Operation Component Installation Training. This shows that BBPMPV BMTI has fulfilled the specific application formulation in determining the target audience. This is in line with the following statement from informant 1:

*"The requirements for prospective TET training participants are determined based on the training program. The TET training program consists of two types, namely DIPA and Non-DIPA programs. The DIPA program is sourced from the APBN. While the Non DIPA program is run without APBN budget resources. For the DIPA training program, the requirements for prospective TET training participants are gteachers with competence in ET Engineering, Electricity, Electronics and Mechanical Engineering, minimum education of D4/S1, maximum age 50 years, have NOPES/registered at DAPODIK Vocational School, carry out training or apply at Vocational School. "Meanwhile, the requirements for prospective TET training participants in the Non-DIPA program are teachers with TET competency skills, lecturers and instructors who are*

*interested in the TET field, industrial employees in the TET field, members of associations in the TET field and professionals in the TET field." (Interview with Informant 1 on April 28 2023).*

The application of the Measurable formulation in determining the target audience can be seen based on the special criteria requirements that prospective TET training participants must have as parameters for measuring the achievement of the goals set by BBPPMPV BMTI itself. The TET training aimed at teachers aims to ensure that the knowledge gained can be transferred to students and encourage vocational schools to open ET Engineering Skills Programs (PK TET). This is in accordance with informant 2's statement:

*"The special criteria for prospective TET training participants are related to their follow-up at school, so... Teachers who take part in TET training are teachers who come from vocational schools with ET Engineering majors/specialty programs. If they don't have that major, at least have future plans to open a program ET Engineering vocational school or even if it doesn't have both, the Vocational School has science subjects and carries out subjects that are related to TET." (Interview with informant 2 on 05 May 2023)*

Meanwhile, the application of the Appropriate formulation, namely a formula that shows that TET training participants are a suitable target audience to take part in TET training and can meet the goals the institution wants to achieve can be seen based on the competency requirements that prospective TET training participants must have. In TET training, competency is one of the requirements for training participants to be able to follow the material that will be presented. TET training at BBPPMPV BMTI consists of two types, the first is TET training which is funded by DIPA and the second is TET training which is funded by Non-DIPA. Both of them do have slightly different goals, so determining the competency of the target audience is based on the needs of the program. This is in accordance with informant 3's explanation:

*"For the Non-DIPA TET training program, participants do not have to be someone with an electrical, mechanical or civil educational background, but anyone with any competency can develop ET. But indeed, if training is devoted to technical knowledge only, then it must have relevance to engineering. However, if the TET training is related to PLET development planning, the background of economic education is very relevant for following it, because the training will provide material related to business calculations. He said that it is not uncommon for TET training participants to be bank employees. Even though they do not come from technical education, people who work in banking need to know how to analyze funding needs when a debtor or company applies for a loan for PLET construction. He said that there is still a misguided opinion in society which says that TET training can only be attended by people with a technical education background, even though according to him TET training is flexible. "Except for the TET DIPA program training which is specifically for teachers, so this is what might differentiate between TET DIPA and Non-DIPA training participants." (Interview with informant 3 on 05 May 2023)*



According to Sukarni (2012), determining the target audience must also implement a Realistic formulation, namely that the target audience determined must be realistic, meaning it is determined based on calculations and according to their abilities. Research findings state that the Realistic formulation is included in determining the number of TET training participants. Informant 1 said cThe way to determine the number of prospective TET training participants for the DIPA program is to be adjusted to the program plan and budget as well as the DIPA approval made in the year before the year the DIPA was established. Meanwhile, the way to determine the number of prospective TET training participants for the Non-DIPA program is to be adjusted to the funding institution according to the project plan.

*"The number of TET training participants for the DIPA program is adjusted to the program plan and budget as well as the DIPA approval made in the year before the DIPA was established. For example, the budget for 2023 training has been planned and allocated in December 2022. Meanwhile, the way to determine the number of prospective participants for the Non-DIPA TET training program is to be adjusted to the funding institution in accordance with the project plan. "Usually the budget comes from NGOs, CSR, or foreign government agencies that care about green jobs and green energy." (Interview with informant 1 on April 28, 2023)*

Apart from being based on the budget from the Government and the project budget for the Non-DIPA TET training program, it turns out that determining the target audience is also taken into account through the number of practical equipment that will later be used in TET training training. This is based on informant 2's statement:

*"The number of TET training participants is first determined based on practical equipment and secondly based on budget. Usually what is more decisive is practical equipment, for example PLTS. PLTS has a maximum of 18 participants, because in practice our system is moving between equipment, we usually form groups, if there are more than 18, it is usually not effective in practice. Secondly, it is based on budget, based on the 2023 budget there are 18 participants, but last year there was no budget so it was limited to 15 participants. "This training is carried out offline, whereas online there is a limit of 40 people." (Interview with informant 2 on 05 May 2023)*

The final formulation in determining the target audience which has also been implemented in determining the target audience for TET training at BBPPMPV BMTI is the Temporal formula, namely, the target audience is determined for a certain period of time. In January 2023 and February 2023 BBPMPPV BMTI will carry out TET training for PLTMH, PLTS and Bioethanol as well as implementing online Biodiesel training, based on this, the requirements for prospective TET training participants are teachers who have relevance to the three training courses. This was conveyed by informant 3 as the compiler of the TET education program at BBPPMPV BMTI:

*"In January and February 2023, BBPPMPV BMTI will carry out TET training for PLTMH, PLTS and Bioethanol as well as carrying out online Biodiesel training. "Based on this, the requirements for prospective TET training participants are teachers who have relevance to the three training courses" (Interview with informant 3 on 05 May 2023)*

### Target Group Selection

The second element, namely selecting the target group, refers to Grunngig's theory (1992) which states that there are three classifications of audiences or targets in a communication strategy, namely, primary audience, secondary audience and tertiary audience (Ruslan, 2017). Through interviews with informant 1, it can be understood that the primary audience for TET training at BBPPMPV BMTI is vocational school teachers with certain competency requirements for the DIPA training program and there is no quota available for the secondary audience for the TET training for the DIPA program. Meanwhile, researchers discovered that the Non DIPA TET training program is a TET training program aimed at a secondary audience aimed at the general public from various educational backgrounds who are interested in the RE field and have the potential and ability to develop RE.

*"The criteria for prospective TET training participants for the DIPA program are vocational school teachers with certain competency requirements, the number of which is based on fulfilling all requirements with the principle of equal distribution of the number of participants for each BBPMPPV BMTI target area which covers 11 provinces, namely Bengkulu, Lampung, Banten, DKI Jakarta, West Java, Central Java, DIY, North Kalimantan, East Kalimantan, Papua and West Papua. "Meanwhile, the criteria for prospective participants in the Non-DIPA TET program are all people who are interested in the TET field, both from educators and education staff as well as professionals or the general public who register, limited to the number of participants and the deadline date." (Interview with informant 1 on April 28, 2023)*

Through interviews conducted by researchers, there were TET training participants who acted as tertiary audiences, namely targets who were expected to become supporting elements in supporting the implementation of activities in the field of RE. The tertiary audience is TET training participants from industries operating in the field of RE (ET). This can be captured through interviews with informant 3:

*"Certainly yes, with this training, communication is established, for example there are training participants whose schools or industries are interested in building PLETs, usually they contact BMTI, they consult, to ask for direction and opinions so that the PLET they build can be successful. Not only between training participants and BMTI, there is also cooperation between schools and industry or industry and industry. "For example, a school that wants to build PLET can order it to industries that produce PLET, like that." (Interview with informant 3 on 05 May 2023)*

## How to Carry Out the Message Conveyed

The final element in planning a communication strategy according to Sukarni (2012) and Steyn (2013) is how to carry out the message conveyed so that it can be well received. The Indonesian government is quite massive in making policies related to the conservation of fossil energy to RE and even to rural areas, but there are very few examples of how bioenergy can be developed (Sudaryanti et al., 2017). Based on this statement, there is a need for socialization in the form of direct teaching which contains the practice of using, manufacturing or constructing RE Power Generation (PLET) devices that can be utilized by the community.

Based on the explanation from informant 1, it was understood that the TET training carried out by BBPPMPV BMTI was a form of socialization in which there was direct teaching containing the practice of using, manufacturing or constructing RE Power Generation (PLET) devices that could be utilized by the community.

*"This TET training is our effort to socialize government policies regarding the conversion of fossil energy to RE. The training methods for the DIPA training program are lectures, discussions, demonstrations, exercises/practice, work instructions, case studies, industrial apprenticeships, and ending with a Skills Competency Test (UKK). "Now for non-DIPA students it is also similar, training through lectures, discussions, demonstrations, exercises/practice, work instructions, case studies and field studies but there is no Skills Competency Test (UKK)." (Interview with informant 1 on April 28, 2023)*

In line with what informant 2 said as the developer of TET education at BBPPMPV BMTI Informant 2 said that currently, TET training methods for DIPA and Non-DIPA programs have been implemented in the classroom and in practice in the field. Implementation in class to convey theoretical material, then there are industrial visits or direct practice to industry. The first is that theory is carried out less frequently than practice, namely around 30% and 70% practice in BMTI and practice in industry so that teachers and the public can see direct practice of using RE.

*"So far, the TET training program has had theory in the classroom, then there has been practice, then there have been industrial visits or direct practice in industry. "The first is that we carry out less theory than practice, about 30% theory and 70% practice at BMTI and practice in industry so that teachers and the public can see direct practice of using RE." (Interview with informant 2 on 05 May 2023)*

As previously stated, there are two types of TET training at BBPPMPV BMTI, namely DIPA and Non-DIPA TET program training. The Non-DIPA TET training program is a training activity that presents the Pentahelix concept, specifically referring to the concept of coordinating several parties, including government, academics, corporate organizations, society or communities, and mass media, who work and have a joint commitment to achieve common goals. The Penta Helix concept refers to the interaction and collaboration of academics, the business sector, government, civil society and non-governmental organizations (Calzada, 2016). This information was conveyed by informant 1 and informant 3:

*"Especially for Non-DIPA, this is an implementation of the Pentahelix concept or multi-stakeholders, namely the Government, Academics, Business Entities/Actors, Society or Communities, and the United Media, in developing knowledge so that it is transformed into products or services that have economic value." (Interview with informant 1 on April 28, 2023)*

*TET training targeted at the general public is a Non-DIPA training program, namely training carried out in collaboration with Industry. "One of these industries is the RE Association as well as the community or third parties who have the potential and ability to develop RE." (Interview with informant 3 on 05 May 2023)*

### **Stage of Change Theory**

Communication strategy refers to intentional and planned communication actions or campaigns aimed at providing information or influencing others. The goal is to foster understanding and support for a concept, idea, or argument, which may also include products or services (Bender, 2022). The aim of campaign communication flow activities is to influence the public by convincing and encouraging communicants to participate, with the aim of achieving a certain planned impact or impact as intended by the communicator through proper implementation and clear communication (Harvianti & Kurniadi, 2021).

Venus (2007) emphasized that the levels of the Theory of Change are very useful for analyzing and describing the extent of campaign development, as well as defining the experiences encountered by audiences at various levels. The definition of stages of change consists of five different stages, namely: (1) pre-contemplation is the initial stage of the emergence of social problems, but public sympathy has not yet arisen for these problems; (2) reflection: At this level, the audience becomes aware of the existence of a problem and is then motivated to reflect on the need to take action; (3) preparation refers to the stage where individuals make a conscious decision to take action and bring about change; (4) during this stage, there will be an observable shift in audience behavior; (5) in the maintenance phase, the communicator will evaluate the consistency of audience changes to determine whether the campaign is achieving its intended goals or not (Dilla & Candraningrum, 2019).

If analyzed using the Stages of Change Theory, the messages or materials delivered through TET training by BBPMPV BMTI have brought training participants to the preparation stage, namely where TET training participants have gained knowledge related to Renewable Energy and are prepared to make decisions about carry out an action. This can be analyzed through the statement of informant 4 as a TET training participant:

*"The training provides knowledge and skills related to planning and installing PLTMH components... We are racing for the future, so I think this knowledge about Renewable Energy is very useful for the future. I also direct my students to continue their studies majoring in Renewable Energy Engineering, because I think they will work in the future. "Currently, vehicles have also started to use electricity and soon stoves will also switch to electric stoves. When everything uses electricity, the need for electricity will increase and*

*the number one industries that will be stable will be electricity and water." (Interview with Informant 4 on 08 May 2023).*

## CONCLUSION

BBPPMPV BMTI prepares steps for planning a Communication Strategy In Socializing Adaptation to the Use of Renewable Energy by implementing SMART formulation (Specific, Measureable, Appropriate, Realistic, Temporal) to determine communication targets (audience). The selection of the target group is also a planning variable in the communication strategy. In this regard, there are three target group criteria, namely Vocational School Teachers as the primary target, the General Public as the secondary target and the Industrial Society as the tertiary target. The final planning step is choosing how to convey the message. Message delivery is carried out using the socialization method in the form of Renewable Energy Engineering Training which includes direct teaching containing the practice of using, manufacturing or constructing Renewable Energy Power Generation (PLET) devices that can be utilized by the community. There are two types of Renewable Energy Engineering (TET) training at BBPPMPV BMTI, namely the DIPA TET program, which is a TET training program funded by the government budget and the Non-DIPA TET program, which is a TET training program funded by a third party. The Non-DIPA TET training program itself is a training activity that presents the Pentahelix concept, namely a multi-party coordination concept where elements of government, academics, agencies and/or business actors, society or communities, and the mass media collaborate and are committed to developing RE. The results of the analysis using the Stage of Change Theory showed that the TET training at BBPPMPV BMTI had reached the preparation stage, where TET training participants had gained knowledge related to Renewable Energy and were prepared to make a decision to carry out an action.

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