

PUBLIC COMMUNICATION STRATEGIES FOR PROMOTING SUSTAINABLE ENVIRONMENTAL BEHAVIOR IN URBAN COMMUNITIES

Sri Rochani Mulyani¹, Ijang Faisal²

¹Universitas Sangga Buana YPKP, Bandung, Indonesia

²Program Studi Ilmu Komunikasi, Fakultas Sosial & Humaniora, Universitas Muhammadiyah Bandung (UMBandung), Bandung, Indonesia

Correspondence: sri.rochani.mulyani@gmail.com

Abstract

Background: Public Communication Strategies for Promoting Sustainable Environmental Behavior in Urban Communities addresses a recurring challenge in community-facing organizations: communication activity can expand without producing meaningful participation or durable public value. **Aims:** This article develops a conceptual framework explaining how environmental communication can support environmental awareness, collective action, and sustained behavior. **Review Method:** An integrative conceptual review connects communication, participation, stakeholder, institutional, and organizational-learning literature. No primary survey, interview, experimental, or administrative data are claimed. **Results and Conclusion:** The synthesis identifies three linked mechanisms - credible framing, social norms, and convenient action pathways - operating under conditions of accountable governance, adequate capability, and inclusive access. Benefits may weaken when message fatigue, greenwashing, and structural barriers to action. **Contribution:** The article offers diagnostic questions, propositions for empirical testing, and an implementation pathway for community organizations.

Keywords: communication strategy; community development; participation; public trust; conceptual review

1. INTRODUCTION

Public Communication Strategies for Promoting Sustainable Environmental Behavior in Urban Communities is important because community programs are evaluated not only by the volume of messages distributed but by whether people can understand choices, influence decisions, and observe credible follow-through. In practice, organizations frequently count posts, meetings, attendance, or impressions. Those indicators show activity, yet they do not establish that communication reduced uncertainty, widened voice, or improved coordinated action. A conceptual distinction is therefore required between communication as transmission and communication as an organizational capability that connects information, relationships, decisions, and learning.

The focal problem is environmental communication. It spans formal institutions and everyday interaction among managers, frontline staff, volunteers, community representatives, partner organizations, and groups that may face barriers to participation. Each actor holds different information and bears different costs. A process that appears open from the organizer's perspective may remain inaccessible to people with limited time, connectivity, literacy, mobility, or confidence in formal settings. The quality of the system must consequently be judged through both organizational performance and the lived conditions of participation.

This article asks: how can environmental communication contribute to environmental awareness, collective action, and sustained behavior, which mechanisms make the relationship plausible, and which boundary conditions can weaken it? The paper uses an integrative conceptual review rather than presenting empirical findings. Its contribution is a mechanism-based framework, five propositions, a linked indicator set, and a staged implementation guide that future studies can test in defined communities and service settings.

2. CONCEPTUAL FOUNDATION

2.1 Communication as capability

Communication capability is the repeatable capacity to sense relevant concerns, translate information into accessible forms, create channels for response, and connect response with decisions. This view shifts attention from isolated media products to routines. For environmental communication, the central question is not whether a channel exists but whether people can use it to obtain intelligible information and whether the institution can act on what it learns.

2.2 Participation and influence

Participation varies in depth. Information provision, consultation, joint design, delegated authority, and community control create different levels of influence. Treating attendance as participation can conceal the difference between being present and shaping an outcome. Arnstein's participation framework remains useful as a diagnostic, while contemporary co-production research emphasizes the joint creation of public value.

2.3 Trust and institutional credibility

Trust develops when actors perceive competence, integrity, benevolence, and consistency between commitments and conduct. Communication contributes by reducing avoidable ambiguity and making institutional reasoning reviewable. Communication cannot compensate indefinitely for unreliable service or unfair rules; credibility depends on alignment between words, procedures, and experienced outcomes.

2.4 Inclusion and capability

Formal access does not guarantee usable access. Capability depends on language, format, timing, assistance, safety, and the freedom to disagree without retaliation. An inclusive design therefore combines multiple channels with facilitation and feedback arrangements that recognize unequal resources. The standard is not identical treatment but a reasonable opportunity to understand, respond, and influence.

3. REVIEW APPROACH

The article uses an integrative conceptual review to clarify constructs and connect research streams. The review is interpretive and theory-building: it does not claim a systematic-search count, meta-analytic effect, or causal estimate. Foundational literature was used to define participation, stakeholder relationships, communication ethics, diffusion, social capital, public value, and organizational learning. Topic-specific literature was used to identify mechanisms and risks relevant to the focal communication setting.

The analytical procedure had four stages. First, the focal construct was separated from visible communication activity. Second, recurring mechanisms were identified by asking what must happen between a message and a community outcome. Third, organizational and community outcomes were mapped together to avoid treating efficiency as sufficient evidence of public value. Fourth, boundary conditions were considered to identify who may be excluded, who carries implementation costs, and how apparently positive indicators could mislead.

Analytical stage	Guiding question	Output
Construct separation	What distinguishes capability from activity?	Operational definition
Mechanism mapping	How can communication change decisions or relationships?	Three mechanisms
Dual-outcome mapping	Which organizational and community effects belong together?	Linked indicators
Boundary analysis	When may benefits weaken or reverse?	Risks and propositions

Validity in a conceptual article depends on disciplined claims. The proposed relationships are therefore stated as propositions for later testing. Empirical studies should define the community, period, unit of analysis, comparison logic, and data limitations. Qualitative evidence remains necessary because administrative metrics may omit informal labor, fear of speaking, or exclusion from digital channels.

4. INTEGRATED CONCEPTUAL FRAMEWORK

The framework links enabling conditions, three mechanisms, governance safeguards, and paired outcomes. The mechanisms are credible framing, social norms, and convenient action pathways. They are mutually reinforcing: accessible information without response can create frustration; response without decision authority can become symbolic; and decisions without public explanation can weaken legitimacy. Governance conditions - clear roles, documented commitments, privacy protection, grievance routes, and periodic review - affect every connection.

Layer	Core element	Diagnostic question	Illustrative evidence
Enablers	Accessible information and capable facilitators	Can intended participants use the process?	format access, response time
Mechanism 1	credible framing	Does information improve shared understanding?	comprehension, issue clarity
Mechanism 2	social norms	Does community input enter decisions?	response closure, documented changes
Mechanism 3	convenient action pathways	Can learning continue across cycles?	repeat participation, adaptive routines
Outcomes	environmental awareness, collective action, and sustained behavior	Are organizational and community effects aligned?	trust, capability, continuity

Boundary risks include message fatigue, greenwashing, and structural barriers to action. These are not peripheral concerns. They determine whether an intervention distributes capability or merely relocates communication work to participants who have fewer resources. The framework thus treats inclusion, accountability, and learning as operating requirements rather than optional values.

5. OPERATING MECHANISMS

5.1 Credible Framing

Credible Framing functions when communication is connected with a recurring decision or service routine. In environmental communication, managers should specify who produces information, who interprets it, who can question it, and who is responsible for closure. The mechanism becomes observable through evidence such as comprehension checks, response records, revised decisions, and explanations returned to participants. Its value does not arise from message volume alone but from the reliability of the complete sequence.

A practical design begins with one consequential use case rather than an organization-wide campaign. The organization can map the present pathway, identify friction, and establish a small set of service and inclusion indicators. Participants should be able to see what was heard, what changed, what could not change, and why. This transparency supports learning while limiting expectations that communication by itself can overcome budgetary, legal, or structural constraints.

5.2 Social Norms

Social Norms functions when communication is connected with a recurring decision or service routine. In environmental communication, managers should specify who produces information, who interprets it, who can question it, and who is responsible for closure. The mechanism becomes observable through evidence such as comprehension checks, response records, revised decisions, and explanations returned to participants. Its value does not arise from message volume alone but from the reliability of the complete sequence.

A practical design begins with one consequential use case rather than an organization-wide campaign. The organization can map the present pathway, identify friction, and establish a small set of service and inclusion indicators. Participants should be able to see what was heard, what changed, what could not change, and why. This transparency supports learning while limiting expectations that communication by itself can overcome budgetary, legal, or structural constraints.

5.3 Convenient Action Pathways

Convenient Action Pathways functions when communication is connected with a recurring decision or service routine. In environmental communication, managers should specify who produces information, who interprets it, who can question it, and who is responsible for closure. The mechanism becomes observable through evidence such as comprehension checks, response records, revised decisions, and explanations returned to participants. Its value does not arise from message volume alone but from the reliability of the complete sequence.

A practical design begins with one consequential use case rather than an organization-wide campaign. The organization can map the present pathway, identify friction, and establish a small set of service and inclusion indicators. Participants should be able to see what was heard, what changed, what could not change, and why. This transparency supports learning while limiting expectations that communication by itself can overcome budgetary, legal, or structural constraints.

6. PROPOSITIONS FOR EMPIRICAL TESTING

P1. Greater quality of credible framing will be positively associated with environmental awareness, when information is accessible and relevant.

P2. The relationship between environmental communication and public trust will be mediated by visible response and decision follow-through.

P3. Social Norms will strengthen participation quality more than communication frequency alone.

P4. The benefits of environmental communication will be weaker where message fatigue remains unresolved.

P5. Governance safeguards will moderate the relationship between communication capability and sustained behavior.

P6. Programs that combine organizational and community indicators will adapt more effectively across implementation cycles than programs that rely only on reach metrics.

Future research can test these propositions through comparative cases, longitudinal surveys, process tracing, or mixed methods. Measures should distinguish exposure, comprehension, voice, influence, and outcome. Researchers should also record nonparticipation and attrition, because a high satisfaction score among remaining participants can coexist with exclusion of those facing the greatest barriers.

7. IMPLEMENTATION PATHWAY

Stage	Managerial task	Evidence before expansion
1. Define the decision	Choose a specific decision, service episode, or recurring coordination problem.	decision and scope note
2. Map actors and barriers	Identify affected groups, intermediaries, power differences, and access constraints.	stakeholder and access map
3. Design the communication loop	Connect information, dialogue, decision responsibility, and feedback closure.	documented response pathway
4. Pilot and measure	Use a limited setting and paired organizational-community indicators.	baseline and pilot review
5. Review and institutionalize	Discuss exceptions, revise rules, and assign ownership for the next cycle.	revised protocol and accountable owner

Implementation should remain proportionate. Resource-constrained organizations do not need a complex platform before improving environmental communication. A clear responsibility map, predictable response standard, accessible meeting or message format, and documented closure can produce more value than an additional channel without ownership. Technology should support the loop rather than define it.

The review meeting is the central learning routine. It should examine cases that failed, delayed responses, groups that did not participate, privacy or safeguarding concerns, and discrepancies between reported reach and experienced usefulness. Corrective action should be assigned to named roles and checked in the next cycle. This converts communication from a campaign into an adaptive organizational capability.

8. MEASUREMENT AND GOVERNANCE

A balanced scorecard should combine leading indicators, outcome indicators, and safeguards. Leading indicators reveal whether the process is functioning before final outcomes appear. Outcome indicators examine changes in trust, capability, participation, coordination, or service use. Safeguards track exclusion, complaints, privacy incidents, workload, and unresolved commitments. No single indicator should be interpreted without context.

Dimension	Example indicator	Interpretive question	Safeguard
Access	usable-format availability	Who can receive and understand information?	access failure rate
Dialogue	substantive response rate	Do questions receive relevant answers?	unanswered concerns
Influence	documented decision changes	Does participation affect decisions?	tokenism review
Trust	consistency and fairness assessment	Are commitments credible over time?	complaint and appeal pattern
Learning	corrective actions completed	Does evidence change routines?	staff and participant workload

Governance should specify data minimization, consent, retention, access rights, correction mechanisms, and escalation routes. Where vulnerable groups are involved, communication convenience must not override safety. Public reporting should explain methods and limitations, not only favorable totals. Independent facilitation or review may be appropriate when the organization controls resources on which participants depend.

9. DISCUSSION AND IMPLICATIONS

The framework suggests that environmental communication creates value through coordinated routines rather than communication intensity. This interpretation reconciles stakeholder and capability perspectives: stakeholders matter not only as audiences but as holders of knowledge, rights, and implementation capacity. The organization must be able to hear, decide, explain, and learn. When one link is weak, additional messages may amplify frustration instead of improving environmental awareness, collective action, and sustained behavior.

For managers, the most useful shift is from campaign planning to pathway design. Each initiative should name the consequential decision, intended users, access conditions, responsible roles, response standard, and evidence of closure. For community partners, the framework provides questions for negotiating influence and accountability. For researchers, it separates exposure from comprehension, participation from influence, and declared transparency from reviewable institutional conduct.

The analysis also highlights distributive questions. Message fatigue, greenwashing, and structural barriers to action can cause benefits and burdens to fall unevenly. Evaluation should therefore disaggregate experience by relevant participant characteristics and channels without collecting unnecessary personal data. An apparently successful average may conceal that some groups receive information later, face higher participation costs, or lack a safe way to challenge decisions.

9.1 Limitations

This article is conceptual and does not establish causal effects. The framework integrates broad literature and must be adapted to institutional, cultural, technological, and regulatory contexts. Proposed indicators are illustrative. Future work should test construct validity, compare implementation settings, examine unintended effects, and document how power relations shape participation and interpretation.

10. CONCLUSION

Public Communication Strategies for Promoting Sustainable Environmental Behavior in Urban Communities should be understood as an organizational and relational capability, not a collection of channels. The conceptual synthesis identifies credible framing, social norms, and convenient action pathways as the central pathway toward environmental awareness, collective action, and sustained behavior. These mechanisms require accessible information, accountable roles, meaningful opportunities for influence, and a review cycle that turns exceptions into improvement.

The principal caution is that visible activity can coexist with message fatigue, greenwashing, and structural barriers to action. Responsible implementation therefore begins with a specific decision pathway, measures both organizational and community effects, and protects consent, privacy, accessibility, and grievance rights. The six propositions and indicator set provide a basis for empirical testing without presenting conceptual expectations as observed results.

REFERENCES

- Arnstein, S. R. (1969). A ladder of citizen participation. *Journal of the American Institute of Planners*, 35(4), 216-224.
<https://doi.org/10.1080/01944366908977225>
- Bovaird, T. (2007). Beyond engagement and participation: User and community coproduction of public services. *Public Administration Review*, 67(5), 846-860. <https://doi.org/10.1111/j.1540-6210.2007.00773.x>
- Freeman, R. E. (1984). *Strategic management: A stakeholder approach*. Pitman.
- Habermas, J. (1984). *The theory of communicative action, Volume 1*. Beacon Press.
- Ostrom, E. (1990). *Governing the commons*. Cambridge University Press.
- Putnam, R. D. (2000). *Bowling alone*. Simon & Schuster.
- Rogers, E. M. (2003). *Diffusion of innovations* (5th ed.). Free Press.
- Sen, A. (1999). *Development as freedom*. Oxford University Press.
- Wenger, E. (1998). *Communities of practice*. Cambridge University Press.
- McKenzie-Mohr, D. (2000). Promoting sustainable behavior. *Journal of Social Issues*, 56(3), 543-554.