**ANALYSIS OF GREEN CONTENT CAMPAIGN AND MEDIA ACCESS RELATED TO ENVIRONMENTAL ISSUES AND CLIMATE CHANGE FROM THE PERSPECTIVE OF GENERATION Z IN JAKARTA**

During this time, local environmental activists and internationally carries out advocacy as key strategies for building awareness about climate change. Advocacy is frequent become a magnet that attracts public attention and media. However, on the other hand a literacy approach through campaign can be a key strategy to help people understand the issue of climate change. A green content campaign is defined as a series of planned communications actions with the aim of creating awareness of environmental issues and climate change through the production of content/messages on social media. A survey from We are Social & Hootsuite in 2021 noted that there are around 170 million active social media users with an age range of 16-64 years. This survey shows that Generation Z is the group that dominates internet use. In this way, Generation Z can maximize its role in influencing society in a country, in shaping environmental protection to participate in overcoming climate change. This research aims to analyse, describe, and explain how media is received and accessed regarding green content campaigns for environmental issues and climate change from the perspective of generation Z. This research also wants to identify what type of media is best in supporting the green content campaign for environmental issues and climate change in Indonesia. The sampling process uses quota sampling. The data collection technique was carried out using a questionnaire instrument. Then the data obtained will be processed using a descriptive quantitative approach method. The analysis used in this research is the single table and cross-table analysis.

Keywords: Campaign, Green Content, Climate Change, Environmental issues.