

Mengkomunikasikan Keberlanjutan Perusahaan di Instagram: Analisis Konten pada Perusahaan Minyak dan Gas di Indonesia

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ABSTRAK

Merespon praktik-praktik komunikasi keberlanjutan perusahaan dan masih terbatasnya studi yang membahas tentang praktik tersebut, studi ini dimaksudkan untuk mengeksplorasi penggunaan media sosial untuk mengkomunikasikan keberlanjutan perusahaan. Sebuah dataset yang berisi 275 unggahan Instagram dari dua perusahaan oil dan gas ditarik untuk analisis konten. Dengan memperkerjakan teori *triple-bottom line*, Perusahaan cenderung mengungkapkan program lingkungan pada unggahan di *Instagram* perusahaan. Studi ini juga menemukan bahwa perusahaan-perusahaan dalam studi ini jelas menggunakan *Instagram* mereka untuk mengkomunikasikan keberlanjutan perusahaan dan tidak menangani masalah keberlanjutan dengan konsep *triple bottom line* secara rinci untuk memenuhi harapan pemangku kepentingan. Perusahaan perlu menyeimbangkan pelaporan konsep *triple bottom line* mereka tentang apa yang harus dirincikan. Pengungkapan CSR di media sosial relatif singkat, kurang detail, tetapi lebih tepat waktu.

Kata Kunci : Komunikasi Persuasif; Hubungan Masyarakat; Sosialisasi Kesehatan.

PENDAHULUAN

Corporate communications professionals and scholars continue to emphasize the significance of corporate sustainability communication (Barchilon, 2011) (Mohamad Saleh, 2022a, 2022b; Signitzer & Prexl, 2007) Consumers and stakeholders have increased expectations of brands and businesses . In order to attain competitive advantage, businesses must address ethical concerns (Golob et al., 2023; Gustafson & Rice, 2016; Kasuma, 2022; Lin & Kasuma, 2022) The importance of communicating corporate sustainability is significant, given that doing so can assist businesses in establishing a more positive reputation and product perception, gaining a competitive edge, and meeting critical stakeholder expectations. Sustainable communication is the process of communication between the government and the community (citizens) or between businesses and their stakeholders in an effort to build and maintain continuous reciprocal interactions based on the notion of sustainable development

(Jha & Verma, 2022; Zutshi & Creed, 2018). In this study, sustainability communication can be observed through the company's sustainability-supporting activities. The media must play a part in the continuous communication of a firm in order to communicate the sustainability of the company. State-Owned Enterprises (BUMN) are a form of government investment that manages the interests of a large number of individuals. In article 1 of Law No. 19 of 2003 pertaining to State-Controlled Enterprises (BUMN), a BUMN is defined as a commercial company whose capital is wholly or primarily owned by the state through direct participation deriving from state-set aside assets. PT Kilang Pertamina Internasional Refinery Unit III is a state-owned company operating in the field of oil refineries in Palembang, South Sumatra, Indonesia. It is one of six refinery units owned by PT Pertamina (Persero), whose primary business is the processing of crude oil and intermediate petroleum products. The official Instagram account of PT Kilang Pertamina Internasional Refinery Unit III is @pertamina ru3.

Multinational Corporation (MNC) is the most commonly discussed form of corporate organization in the context of world and economic globalization. The

function of globalization as an ideology and the evolution of regulatory rules concerning multinational corporations. Multinational Corporation is a corporation that engages in a variety of commercial activities in a variety of industries with the same objective, to generate a profit. PT Shell Indonesia is an international organization. PT Shell Indonesia is a corporation engaged in the manufacture of Oil and Gas Refineries as well as activities in the Downstream and Petrochemical industries. Its Indonesian headquarters are based in the Netherlands. The headquarters of PT Shell is in Jakarta. @shell indonesia is PT Shell Indonesia's official Instagram account. During the combustion process, oil and gas firms emit emissions. In Indonesia, the activities of oil and gas companies have polluted the environment, the company's activities cause oil contamination in community lands to a depth of 5-6 meters, which renders community gardens unproductive because plants die due to deposits of oil waste beneath the ground.

This study intends to map the actions of State-Owned Enterprises (BUMN), namely PT Kilang Pertamina RU III, and Multinational Corporations (MNC), namely PT Shell Indonesia, via social media on each company's Instagram account via published content. that enhance company communication on sustainability Companies with differing ownership structures can convey business sustainability in a variety of ways. This can facilitate the growth of knowledge on sustainability communication in many corporate contexts.

Sustainability communication is a form of government-to-citizen communication that aims to establish and maintain a connection based on the concept of sustainable development (Mohamad Saleh, 2022b). Communication between the government and citizens, as well as between businesses and their stakeholders, is crucial not only for the success of development or business, but also for educating the public about the notion of sustainable development. In the essay by Sreeti Raut, sustainability is typically described as the ability of an ecosystem to persist. Continuous communication of a company cannot avoid the role of the media; to communicate activities

related to company sustainability, state-owned companies (BUMN) and Multinational Corporations (MNC) media play an important role as a forum for conveying messages to stakeholders or the general public.

Effective communication enables firms to cultivate harmonious connections with the community and gain a positive image not only in the eyes of stakeholders and future stakeholders, but also for other company stakeholders. Conversely, underestimating sustainability communication may diminish stakeholders' trust in the organization, which will likely have a negative effect on the company's financial success (Golob et al., 2023). The sustainability communication component is crucial not only for the successful growth of a firm, but also for the public's understanding of the sustainability concept. Effective implementation of sustainability communication enables businesses to develop positive connections with their stakeholders and acquire a positive image not only in the eyes of present and potential customers, but also in the eyes of other stakeholders. So that the business can compete effectively.

Elkington (2002) initially established the Triple Bottom Line (TBL) Theory in his 1997 book "Cannibals with Forks: The Triple Bottom Line of Twentieth Century Business." In this book, Elkington defines the Triple Bottom Line as economic prosperity, environmental quality, and social justice. This approach, according to (Elkington, 2002), consists of three pillars for measuring company performance. In particular, the company's performance is judged not only by its economic profit, but also by its care for the welfare of society and commitment to environmental sustainability. This idea is sometimes referred to as the 3Ps (Profit, People and Planet). Elkington argues that if a business desires to retain its sustainability, it must pay attention to the Triple Bottom Line concept. Consequently, TBL intends to evaluate firm performance based on the 3P pillars.

Companies convey sustainability by integrating the TBL (Triple Bottom Line) concept into their business to discover the future key to sustainability and prosperity (Hübner, 2012; Pompper, 2016). When a company effectively discloses information using the TBL concept to meet the needs of its stakeholders, it may reap benefits such as favorable consumer opinions, an increase in stakeholder trust, greater employee satisfaction, additional community support, access to new countries, and image differentiation (Cho et al., 2021; Ki & Shin, 2015).

METODE PENELITIAN

This study employs a quantitative methodology coupled with descriptive content analysis to examine the issues and intensity of corporate sustainability communication disclosures on Instagram. Quantitative content analysis is a scientific research technique designed to describe the characteristics of the content and draw inferences from the content to systematically identify the content of communication that manifests (appears) and is conducted objectively, validly, reliably, and can be replicated. (Krippendorff, 2013) Therefore, this study analyzes corporate sustainability communication by examining the volume and frequency of social media posts of corporate sustainability communications. Next, it defines and quantifies the frequency and intensity of corporate sustainability communication disclosures.

This research employs face validity. Checking and determining whether the measuring instrument, in this case the coding sheet, is suitable for measuring the concept that the researcher wishes to measure constitutes the test. This check can be performed in two ways. This study's validity was evaluated by soliciting the opinions of experts in their respective fields. 30 indicators from three dimensions have been accepted by the validator or certified valid based on the results of the set validity test.

This study investigates three dimensions of sustainability communication: economic, social, and environmental. The three dimensions are grouped into a total of 30 indicators, with each dimension containing 10 indicators or categories. This study's population and sample consist of all 135 posts to the Instagram account of PT Kilang Pertamina Internasional RU III (@pertamina ru3). There were 122 photo posts and 13 video posts. And PT Shell Indonesia (@shell indonesia), with 140 posts, including 122 photo posts and 18 video posts. There were 275 posts on both accounts over the study time of one semester (January 2022 – June 2022).

HASIL DAN PEMBAHASAN

This study seeks to investigate how State-Owned Enterprises (BUMN), specifically PT Kilang Pertamina Internasional Refinery Unit III, and Multinational Corporations (MNC), specifically PT Shell Indonesia, communicate corporate sustainability using social media. This study defines, assesses, and calculates the frequency and intensity of corporate sustainability communication disclosures on social media, as well as the quantity of disclosures in the economic, environmental, and social categories.

1. Sustainability Communication Of Indonesian Oil And Gas Companies

In Figure 1, for each of the three dimensions, a synopsis of the general categories of the triple bottom line theory in relation to the frequency of oil and gas businesses' sustainability communications on social media is provided (economic, social and environmental). Figure 1 that economic issues dominate firm Instagram accounts with a frequency of 64.04 percent, followed by social issues with a frequency of 27.19 percent and environmental issues with a frequency of 8,77 percent in third or last place.

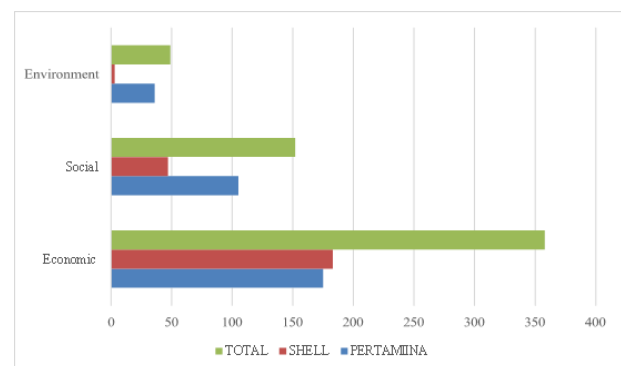


Figure 1. Content of sustainability communication

Figure 1 indicates that in the economic sector, the company's social media communication regarding sustainability is dominant. The public and businesses have paid increased attention to the economic sector. Focusing on the coverage of the three forms of sustainability content reveals that economic content had the most coverage, with 358 appropriate items, or 64.04 percent, from the two companies, followed by social content with 152 appropriate items, or 27.19 percent, and environmental content comprising 49 items, or 8.77%, with the necessary scope.

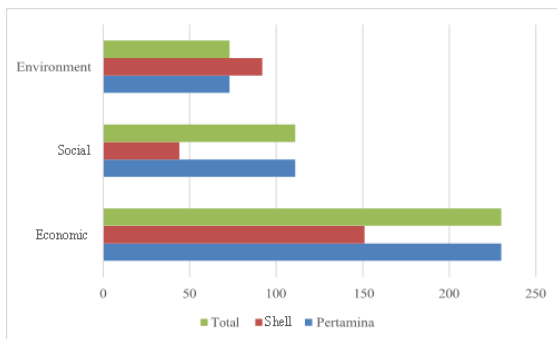


Figure 2. Visual analysis of sustainability communication of Indonesian oil and gas companies

Figure 2 indicates The visual frequency of predefined posts. It demonstrates that the economic category dominates the two businesses with a percentage of 54.35 percent for the economic category, 23.54 percent for the environmental category, and 22.1 percent for the social category. This frequency employs dimensions and is divided into the same indicators as the analysis of previous sustainability communication content or posts; however, in this visual category, it is also analyzed in an additional category, namely "miscellaneous," which represents terms not contained in deductive indicators. The three main elements of the triple bottom line, namely economic, social, and environmental, encompass these additional areas.

2. Economic Dimension

The economic dimension is reflected by ten economic indicators. The market presence indication is the most prominent, with a total frequency calculation of 275 posts and a percentage of 76.82% for the two companies' Instagram profiles. Each shared public post has enhanced interaction and communication with its target consumers. This market presence allows its followers to comment on the given photos by contributing images.

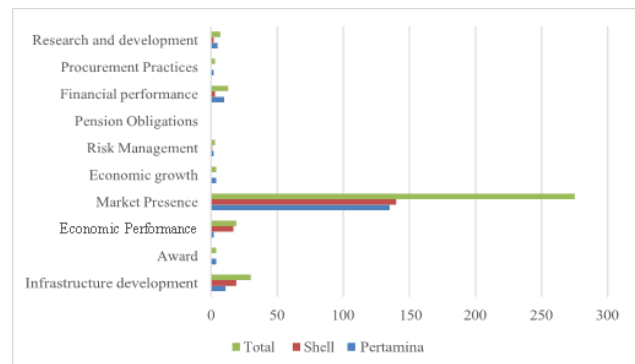


Figure 3. Content analysis of economic dimension

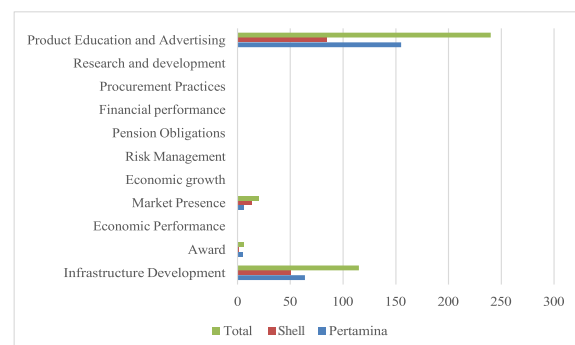


Figure 4. Visual analysis of economic dimension

Figures 3 and 4 demonstrate that the categories of product education and advertising predominate the outcomes of the visual analysis conducted on 240 products. Educational categories and product advertisements, such as Brand Ambassadors, Logos, Merchandise, Barcodes, Products, Flags, Emoji Animations, Quiz Animations, Rollet Animations, Helmets, Maps, and Clocks, were found in the visualization of the uploaded files that were analyzed. The infrastructure development section has a total of 115 items. In the visualization of the examined posts, infrastructure development categories such as buildings, gates, roads, bridges, offices, refineries, and gas stations are displayed. The total number of items in the market presence category is twenty. The category of market presence, for instance, is Community, which is included in the visualization of the investigated posts, and the visual category in the last economic dimension, the reward category, contains a total of six things. These award categories include the Annual Pertamina Quality (APQ) Awards, the Indonesia CSR Excellence Award (ICEA) 2022, K3, the Public Relations Indonesia Awards (PRIA) 2022, the Development Management System, and the Gold Dealer of the Year 2021, as

depicted in the researched upload's visual representation.

3. Social Dimension

Indicators describe the social dimension in research; there are ten social indicators. Among these indicators, the employment indicator predominates with a total frequency calculation of 64 posts and a percentage of 42.11 percent for the two companies' Instagram profiles. Disclosure of corporate sustainability messaging on the company's Instagram is dominated by employment statistics in the social dimension. According to Law No. 13 of 2013, employment includes all labor-related activities before, during, and after the working day.

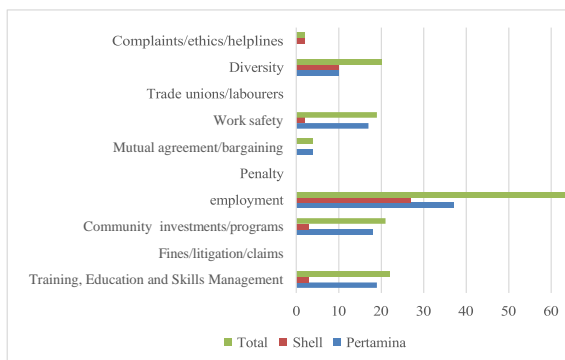


Figure 5. Content analysis of social dimension

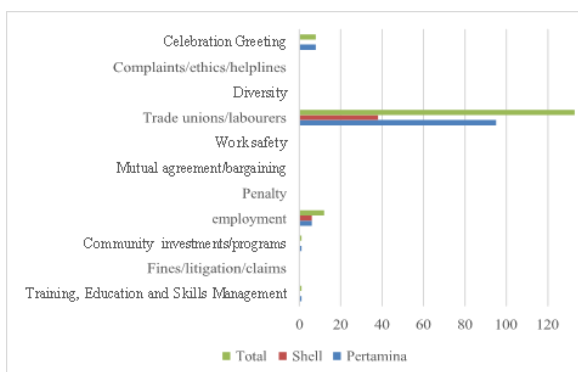


Figure 6. Visual analysis of social dimension

Figures 5 and 6 demonstrate that labor union indicators dominate the visual category in the social dimension, such as workers, physicians, PMI, police, and soldiers, with a total frequency of 133 items and a percentage of

85.81%. Celebration speech indicators such as Animation of Celebration Days, Garuda, Mosques, Museums, Religious Symbols, and Temples with a total frequency of eight items and a percentage of 5.16% include Animation of Celebration Days, Garuda, Mosques, Museums,

Religious Symbols, and Temples. As many as 12 employment indicators, including the Office of Education, Officials, Dealer Partners, and Retail Partners, account for 7.74% of the total. Investment categories/community programs, including Groceries with 1 item at 0.65% and Training, Education and Skills Management indicators, including PGRI University at 0.65%.

4. Environmental Dimension

Indicators describe the environmental factor in research; there are ten social indicators. With a total frequency calculation of nine posts for each indication and a percentage of 23.08% for the two firm Instagram accounts, the environmental and conservation program indicators are the most prevalent.

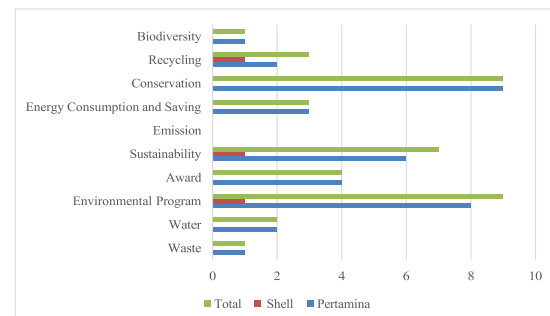


Figure 7. Content analysis of environmental dimension

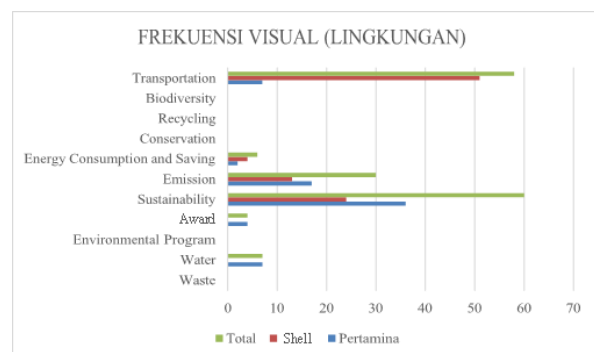


Figure 8. Visual analysis of environmental dimension

Environmental and conservation programs

dominate the economic frequency of posts from PT Kilang Pertamina Internasional and PT Shell Indonesia, with a total of 9 posts for each indication, as shown in Figure 7. In this instance, the company's Instagram postings are more focused on environmental and conservation initiatives. This demonstrates that the company wants to preserve and protect an activity that is routinely conducted to prevent environmental damage and destruction.

Figure 8 depicts the visual frequency of the environmental dimension, which indicates that emission categories or indications predominate the visual category on the environmental dimension. The chart indicates that sustainability categories such as Animals, Plants, Trees, Grass, and Earth account for a total of 60 items, or 36.36 percent. Transportation categories such as Ships, Cars, Planes, Bicycles, and Motorcycles appear 58 times, or 35.15 percent of the time. The frequency of emission categories such as clouds and fire is 30 items, or 18.18 percent. Water-related categories, such as water and rivers, are mentioned seven times, or 4.24 percent of the time. Consumption and energy saving categories, such as fuel, have a total frequency of six items, or 3.64 percent, while award categories, such as Indonesia Green Awards (IGA), International CSR Excellence Award 2022 Champion, PROPER, and TOP CSR Awards 2022, have a total frequency of four items, or 2.44 percent.

5. Discussion

This study investigates sustainability communication on social media using Instagram posts from two companies: PT Kilang Pertamina Internasional RU III with 135 posts and PT Shell Indonesia with 140 posts, for a total of 275 posts. This study provides a description and analysis of the uploaded results in relation to the dimensions of the triple bottom line theory for the purpose of classifying and interpreting. The results of the coding indicate that the economic dimension dominates the disclosure of social media-based messaging regarding sustainability.

Corporate social media that is

generated effectively provides stakeholders and the public with a reliable source of information about the company's sustainability (Ćirović et al., 2024; Stiller & Daub, 2007). Technology plays a role in the clear disclosure of the triple bottom line and sustainability information since it offers organizations with extra ways to disseminate continually updated information (Jha & Verma, 2022; Zutshi & Creed, 2018). The triple bottom line indicates that a firm is not just concerned with earnings, but also contributes to society and takes an active role in environmental protection.

In terms of the economic dimension, the findings indicate a dominant market presence with a total frequency of 275. Companies typically communicate with their target market through social media posts. This economic dimension indicates that the purpose of the economy is not limited to financial gain, citing the presence of a market that facilitates contact with stakeholders, the public, or customers. The relationship between market presence and this economic dimension plays a significant role in enabling enterprises to advertise their products effectively. If a business does segmentation while maintaining a strong market presence, it will indirectly boost its marketing efficacy (Primožič & Kutnar, 2022; Tiago et al., 2021).

In the social dimension, markers of employment predominate with a frequency of 64 out of a total of 64. Typically, companies report the actions of their employees via Instagram posts. This social component implies that businesses must pay attention to the surrounding community, which in turn pays attention to the business. In this social dimension, according to (Elkington, 2002), it also refers to corporate methods that are profitable and fair to workers and society.

With a total frequency of nine for each indicator, environmental and conservation program indicators predominate in the environmental dimension of the findings. Environmental projects are typically disclosed in company Instagram postings. This environmental component indicates that environmental management is appropriate and advantageous so that it can be constantly enjoyed without degrading its condition, so protecting and preserving the environment to prevent its annihilation. The environment or planet is how firms manage their company so as not to deplete natural resources, and companies are accountable for re-preservation if they extract and utilize these natural resources (Golob et al., 2023; Lin & Kasuma, 2022).

The fact that the information supplied by oil and

gas businesses was favorable demonstrates that companies avoid providing negative information regarding their actions. It is observed that organizations are typically driven to report sustainability information to protect or enhance their reputation (Gustafson & Rice, 2016; Weder & Samanta, 2021). According to this study, corporations in Indonesia have shared sustainability information on social media, with concerns leading the social category with an intensity of 239. The following category is the environmental category with an intensity of 173, followed by the economic category with an intensity of 35. In the meantime, the dominant category in this study is the economic component with intensity 316. The next category is the social dimension with an intensity of 152, followed by the environmental dimension with the lowest intensity, 49.

According to the findings of this study, corporations use Instagram to promote corporate sustainability, however they do not address sustainability concerns using the triple bottom line concept in sufficient detail to meet stakeholder expectations. Companies must report their triple bottom line idea in a balanced manner. Disclosure of CSR on social media is relatively brief, less thorough, and more timely in comparison to other platforms. This study gives a foundational understanding of the disclosure of sustainability communication with the triple bottom line idea in corporate Instagram posts. The findings of this study indicate that oil and gas businesses have a positive bias regarding their commitment to sustainability communication.

KESIMPULAN

In this research of 275 Instagram social media posts, PT Kilang Pertamina International RU III and PT Shell Indonesia used quantitative content analysis to determine the results of a total frequency of 559 from the three dimensions of oil and gas company sustainability communication on social media for a one-semester period, namely January to June 2022. (economic, social and environmental). The total frequency of PT Kilang Pertamina Internasional is 316, while that of PT Shell Indonesia is 233. The frequency

of the economic dimension is 358, or 64.04 percent. The frequency on the social dimension is 152, or 27.19%, whereas the frequency on the environmental dimension is 49, or 8.77%. In the economic dimension, PT Kilang Pertamina Internasional RU III has a frequency of 175 with a percentage of 55.38 percent and PT Shell Indonesia has a frequency of 183 with a percentage of 78.5 percent, as determined by the content analysis of Oil and Gas Company Sustainability Communications on Social Media. In the social dimension, PT Kilang Pertamina Internasional RU III receives 105 mentions, representing 33.23 percent, while PT Shell Indonesia receives 47 mentions, representing 20.17%. PT Kilang Pertamina Internasional RU III has a frequency of 36 with a percentage of 11.39 percent, whereas PT Shell Indonesia has a frequency of 3 with a percentage of 1.29 percent. According to the results of the content analysis, there are differences between the Instagram social media of PT Kilang Pertamina Internasional and PT Shell Indonesia. PT Kilang Pertamina has a more dominant form of sustainability communication with a total frequency of 316 and a percentage of 56.53 percent, whereas PT Shell Indonesia has a total frequency of 233 and a percentage of 41.63 percent.

This study demonstrates that PT Kilang Pertamina RU III and PT Shell Indonesia give more attention to dimensions and indicators that are still poorly revealed by corporations when communicating corporate sustainability on social media. According to the findings of the conducted content analysis, the economic dimension of the market presence indicator has the highest value in the disclosure of corporate sustainability communications on social media. PT Kilang Pertamina Internasional RU III's environmental dimension including indicators of emissions, waste, and biodiversity is still poorly disclosed. Regarding the environmental dimension, PT Shell Indonesia does not disclose the company's environmental sustainability for any indication. This can be a future proposal and contribution to the company.

Since this study collected samples from two Indonesian oil and gas businesses, future research can expand the sample size. While this study employs descriptive quantitative methods, future research could employ associative quantitative methods to identify the characteristics that influence corporate sustainability communication. This is a cross-sectional study conducted within six months. Future study may involve longitudinal investigation. This study investigates the discrepancies in corporate sustainability communication on social media platforms. Future research can

determine if there is a distinction between corporate sustainability reporting and corporate sustainability communication via social media.

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