

ABSTRAK

Implementasi Bursa Karbon Indonesia melalui platform IDXCarbon merupakan salah satu instrumen strategis pemerintah dalam mendukung pencapaian target penurunan emisi gas rumah kaca dan transisi menuju ekonomi rendah karbon. Meskipun demikian, tingkat partisipasi pelaku pasar karbon di Indonesia masih relatif rendah, yang mengindikasikan adanya tantangan dalam aspek komunikasi kepada para pemangku kepentingan. Penelitian ini bertujuan untuk menganalisis strategi komunikasi PT Bursa Efek Indonesia (BEI) dalam implementasi Bursa Karbon Indonesia melalui website IDXCarbon serta mengidentifikasi tantangan komunikasi yang dihadapi dalam meningkatkan pemahaman, kepercayaan, dan partisipasi para pemangku kepentingan, khususnya pelaku usaha, investor, perusahaan pemilik proyek karbon, regulator, media massa, akademisi, dan masyarakat. Penelitian ini menggunakan pendekatan kualitatif dengan metode studi kasus. Data diperoleh melalui wawancara mendalam terhadap enam informan kunci yang dipilih secara purposive, serta didukung oleh observasi dan studi dokumentasi terhadap berbagai dokumen resmi PT Bursa Efek Indonesia, Otoritas Jasa Keuangan (OJK), dan publikasi terkait perdagangan karbon. Analisis data dilakukan dengan bantuan perangkat lunak NVivo 15 untuk proses pengkodean (*coding*), pengelompokan tema (*thematic analysis*), dan interpretasi data berdasarkan perspektif Teori Strategi Komunikasi dan *Computer-Mediated Communication* (CMC). Hasil penelitian menunjukkan bahwa website IDXCarbon telah menjadi media komunikasi digital utama yang mendukung transparansi, kredibilitas, kualitas informasi, aksesibilitas, serta peningkatan literasi karbon bagi pelaku usaha, investor, regulator, media, akademisi, dan masyarakat melalui penerapan berbagai strategi komunikasi, yaitu pemanfaatan website sebagai pusat informasi resmi, integrasi dengan media sosial, penyelenggaraan webinar dan forum diskusi, publikasi edukatif, media relations, penyediaan infografis, serta kolaborasi lintas pemangku kepentingan. Namun, interaktivitas website masih terbatas sehingga komunikasi cenderung berlangsung dalam pola satu arah. Penelitian ini juga menemukan bahwa rendahnya literasi karbon, kompleksitas informasi perdagangan karbon, dinamika regulasi, serta rendahnya partisipasi pelaku usaha merupakan tantangan utama dalam implementasi strategi komunikasi. Penelitian ini memberikan kontribusi berupa rekomendasi penguatan strategi komunikasi digital yang lebih interaktif, edukatif, dan kolaboratif untuk meningkatkan literasi karbon serta partisipasi pemangku kepentingan dalam implementasi Bursa Karbon Indonesia.

Kata Kunci: Strategi Komunikasi, Bursa Karbon Indonesia, IDXCarbon, Literasi Karbon, *Computer-Mediated Communication* (CMC).

ABSTRACT

The implementation of the Indonesian Carbon Exchange through the IDXCarbon platform represents one of the Indonesian government's strategic instruments for achieving greenhouse gas emission reduction targets and supporting the transition toward a low-carbon economy. However, the participation rate of carbon market participants in Indonesia remains relatively low, indicating challenges in effectively communicating with key stakeholders. This study aims to analyze the communication strategies employed by the Indonesia Stock Exchange (IDX) in implementing the Indonesian Carbon Exchange through the IDXCarbon website and to identify the communication challenges encountered in enhancing the understanding, trust, and participation of stakeholders, particularly business actors, investors, carbon project developers, regulators, the media, academics, and the general public. This study adopts a qualitative approach using a case study method. Data were collected through in-depth interviews with six purposively selected key informants and were complemented by observations and document analysis of official publications issued by the Indonesia Stock Exchange (IDX), the Financial Services Authority (OJK), and other relevant carbon trading documents. Data were analyzed using NVivo 15 software for coding, thematic analysis, and data interpretation, guided by the Communication Strategy Theory and Computer-Mediated Communication (CMC) Theory. The findings indicate that the IDXCarbon website has become the primary digital communication platform for promoting transparency, credibility, information quality, accessibility, and carbon literacy among business actors, investors, regulators, the media, academics, and the general public. These objectives are achieved through various communication strategies, including the use of the website as a centralized information hub, integration with social media, webinars and discussion forums, educational publications, media relations, infographics, and cross-stakeholder collaboration. Nevertheless, the website's interactive features remain limited, resulting in predominantly one-way communication. The study also reveals that low levels of carbon literacy, the complexity of carbon trading information, evolving regulatory frameworks, and limited participation by business actors constitute the primary challenges in implementing effective communication strategies. This research contributes practical recommendations for strengthening more interactive, educational, and collaborative digital communication strategies to enhance carbon literacy and encourage broader stakeholder participation in the implementation of the Indonesian Carbon Exchange.

Keywords: Communication Strategy, Indonesian Carbon Exchange, IDXCarbon, Carbon Literacy, Computer-Mediated Communication (CMC).