



MPOGCF

STRATEGIC PLANNING 2026

JABATAN KOMUNIKASI STRATEGIK

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| OBJECTIVE 5 | | To Promote and Disseminate Sustainability of the Malaysian Palm Oil Industry. (SDG 13,14,15) | | | |
| STRATEGY 1 (INITIATIVE) | | To Build the Image and Branding of MPOGCF | | | |
| TACTIC 1 (PROGRAM/ PLATFORM) | O5S1T1 | Media traditional and digital (Advertising, Media & Promotion) | | | |
| ACTION (PROJECT) | STRATEGIC PARTNER | CONTROL (R.A.C.I) | BUDGET | KPI 2026 | |
| Strategi Promosi Jenama MPOGCF | RedBerry, Big Tree | Tuan Nazuri/Ariff/Sarah | RM 300,000 | Promosi jenama menggunakan DOOH/OOH di lokasi strategik seperti statik dan digital billboard, boarding Pass (Batik Air Malaysia), bas (Hop On-Hop Off), KTM, LRT, serta media bercetak dan digital seperti Boarding pass Batik Air | |
| Social media influencers dan Key Opinion Leaders (KOLs) | <ul style="list-style-type: none"> ● Ahmad Faezal ● Mek Yun ● Abe Wee ● Nandini (Says) ● Sofyank ● Azamudeen ● Faizal Tahir ● Alena Murang ● Iqbal Ahyar ● Tara Choi ● APHD Channel | Tuan Nazuri / Ariff / Sarah | RM 100,000 | Penghasilan video pendek berkenaan peranan MPOGCF dan projek yang dijalankan | |
| TOTAL: RM 400,000 | | | | | |

| TACTIC 2 (PROGRAM/ PLATFORM) | O5S1T2 | Creative Production (Promosi) | | | |
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| ACTION (PROJECT) | STRATEGIC PARTNER | CONTROL (R.A.C.I) | BUDGET | KPI 2026 | |
| Penerbitan Video Projek Konservasi <ul style="list-style-type: none"> ● Video berkenaan projek Malayan Tiger Conservation Programme ● Social Media Campaign theme World Wildlife Day (Reels) ● Dokumentari Assessing Multiple Functional Habitats in Forest Patch-Oil Palm Interfaces Using Bat Sampling in WILMAR Plantation | TV3 (buletin utama) Netflix | Sarah /Team Conservation | RM500,000 | Penerbitan video pendek, laporan khas di Buliten Utama TV3 dan dokumentari untuk siaran Netflix. | |

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| <ul style="list-style-type: none"> Netflix Documentary – Reforestation & Wildlife Conservation | | | | |
| Media sosial | | Sarah / Hakimi | RM50,000 | <ul style="list-style-type: none"> - Meneruskan penghasilan infografik setiap Selasa dan Kamis dan MPOGCF Highlights setiap bulan (untuk penyediaan infografik harian dalaman, input daripada pakar penyelidikan diperlukan) - Mencapai pengikut di Facebook sebanyak 15,000 (peningkatan sebanyak 20%) - Pertandingan melukis/mewarna/menulis esei - Pertandingan kuiz bulanan Facebook - Pertandingan fotografi bertemakan burung di ladang sawit (kolaborasi bersama NEST) |
| Total : RM550,000 | | | | |
| TACTIC 3 (PROGRAM/ PLATFORM) | O5S1T3 | Corporate Branding, Event & Campaign (Promosi) | | |
| ACTION (PROJECT) | STRATEGIC PARTNER | CONTROL (R.A.C.I) | BUDGET | KPI 2026 |
| Cenderamata (Corporate Gifts) | | Sarah/Hakimi | RM100,000 | <p>Bercadang untuk melantik vendor tetap atau membeli secara pukal untuk tempoh masa setahun untuk cenderamata MPOGCF.</p> <p>Kempen barangan OUDip bersama vendor yang berpotensi</p> |

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| Lantikan pihak ketiga bagi menguruskan tabung Biodiversiti | <ul style="list-style-type: none"> ● Impact Force ● APE Events Management ● JIGGEE / Magnet Experiential | Ariff | | |
| Penganjuran program - MPOGCF Fun Run 2026 | | Ariff | RM500,000 | |
| Penganjuran program - Jelajah Sawit Hijau (Borneo Edition) | | Hakimi | RM500,000 | <ul style="list-style-type: none"> - Jelajah Sawit Hijau MPOGCF Borneo Edition akan dianjurkan di KK, Sabah dan Kuching, Sarawak - Aktiviti akan diperbanyakkan lagi - EO akan dipilih melibatkan SMG dan EO lain akan dipanggil untuk 'pitching' |
| Anugerah / pengiktirafan | | Ariff | RM50,000 | <ul style="list-style-type: none"> - Sustainable Development Awards - Biji Alam Award - Prime Minister's Hibiscus Award (PMHA) 26/27 - Sustainability & CSR Awards - Asian Television Awards - GPM Sustainability Awards |
| Total: RM1,150,000 | | | | |

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| STRATEGY 2 (INITIATIVE) | | To disseminate facts and information regarding the sustainability of the Malaysian Palm Oil Industry | | | |
| TACTIC 1 (PROGRAM/ PLATOFRM) | O5S2T1 | Media traditional and digital | | | |
| ACTION (PROJECT) | STRATEGIC PARTNER | CONTROL (R.A.C.I) | BUDGET | KPI 2026 | |
| Pameran | | Hakimi | RM100,000 | Menyertai 15 pameran bertaraf antarabangsa dan lokal | |
| Penjenamaan kandungan seperti advertorial, promosi video | Mainstream dan digital media seperti Berita Harian, The Star, BERNAMA, NST, Says, Going Places, The EDGE, Bulletin Utama TV3 | Tuan Nazuri/Ariff / Sarah | RM 300,000 | Artikel-artikel berbayar, promosi video dan promosi untuk biodiversity forum (media buying). | |
| Total: RM400,000 | | | | | |

| TACTIC 2 (PROGRAM/ PLATOFRM) | O5S2T2 | Stakeholder Management | | |
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| ACTION (PROJECT) | STRATEGIC PARTNER | CONTROL (R.A.C.I) | BUDGET | KPI 2026 |
| Stakeholder Engagement <ul style="list-style-type: none"> ● Agensi ● NGO ● Media ● Universiti ● Syarikat luar | IMPAC PKPKM ZUS Coffee HyperGear | Tuan Naz/Ariff | RM400,000 | NGO (PKPKM) <ul style="list-style-type: none"> - Majlis berbuka puasa bersama pekebun kecil - Program back to school bersama pekebun kecil Media <ul style="list-style-type: none"> - Fam Trip 2.0 - Hi Tea - Raya Gift - Tajaan HAWANA Syarikat luar <ul style="list-style-type: none"> - ZUS - HyperGear |
| Total: RM 400,000 Fam trip sabah RM120k Raya Gift RM10k | | | | |

Dinner RM100k (RM64k confirm)

Buka puasa RM120k

| TACTIC 3 (PROGRAM/ PLATFORM) | O5S2T3 | Collaboration and Establish a Network with International Stakeholders | | | |
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| ACTION (PROJECT) | | STRATEGIC PARTNER | CONTROL (R.A.C.I) | BUDGET | KPI 2026 |
| International Conference/exhibitions (list down the potential events) | | | Hakimi | RM100,000 | PALMEX Medan dan kerjasama dengan Jabatan Pemuliharaan |
| Total: RM 100,000 | | | | | |