STRATEGIC PLANNING 2026

JABATAN KOMUNIKASI STRATEGIK

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)		• Ahmad Faezal • Mek Yun • Abe Wee • Nandini (Says) • Sofyank • Azamudeen • Faizal Tahir • Alena Murang • Iqbal Ahyar • Tara Choi • APHD Channel • KOL TV3	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)			
ACTION (PROJECT)		**STRATEGIC PARTNER**	**CONTROL (R.A.C.I)**	**BUDGET**	**KPI 2026**
Penerbitan Video Projek Konservasi • Video berkenaan projek Malayan Tiger Conservation Programme • Social Media Campaign theme World Wildlife Day (Reels) **(REWRITE)** • 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 (RM169,000 media buying di buletin utama BioD Forum)	Penerbitan video pendek, laporan khas di Buletin Utama TV3 dan dokumentari untuk siaran Netflix.

• Netflix Documentary – Reforestation & Wildlife Conservation				
Media sosial		Sarah / Hakimi	RM50,000	- Meneruskan penghasilan infografik setiap selasa dan khamis 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/fotografi - Pertandingan kuiz bulanan Facebook - Pertandingan fotografi bertemakan biodiversiti/hidupan liar 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	Bercadang untuk melantik vendor tetap atau membeli secara pukal untuk tempoh masa setahun untuk cenderamata MPOGCF. Kempen barangan OUDip bersama vendor yang berpotensi Telah melantik GNT-Enterprise Sdn Bhd untuk pembekalan sepanjang 1 tahun (RM96,000)
Lantikan pihak ketiga bagi menguruskan tabung Biodiversiti	● 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	- 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' - Terdapat permintaan penambahan lokasi (Kuantan & Ipoh)
Anugerah / pengiktirafan		Ariff	RM50,000	- Sustainable Development Awards - Biji Alam Award - Prime Minister's Hibiscus Award (PMHA) 26/27 - Sustainability & CSR Awards - Asian Television Awards

				- GPM Sustainability Awards - ALKAS
Total: RM1,150,000				
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**			
ACTION (PROJECT)	**STRATEGIC PARTNER**	**CONTROL (R.A.C.I)**	**BUDGET**	**KPI 2026**
Stakeholder Engagement • Agensi • NGO • Media • Universiti • Syarikat luar	IMPAC PKPKM ZUS Coffee HyperGear	Tuan Naz/Ariff	RM400,000	NGO (PKPKM) - Majlis berbuka puasa bersama pekebun kecil - Program back to school bersama anak-anak pekebun kecil orang asli Media - Fam Trip 2.0 (Sabah & Pahang) - Hi Tea - Raya Gift - Tajaan HAWANA (GM n manager ke Penang) Syarikat luar - ZUS (Q3, Zus tubuhkan yayasan) - 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**		
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				