

# Javan Gibbon's Conservation Campaign (Study of Javan Gibbon's Conservation in An Effort to Prevent The Hunting of Endangered Animals)

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**Abstract.** Indonesia has more than 40 species of primates, 24 of which are endemic primates. This opinion illustrates that Indonesia has so many species of primates in the world. One is in Bandung, West Java that have a balance ecosystem. The purpose of creating this SOJA sosial campaign is to introducing about Javan Gibbon in an effort to conserve the Javan Gibbon with a creative concept and a communicative visual media by making mobile games, social media and booth as main media and some supporting media such as posters, videos, T-Cash activation and merchandise. The method used is qualitative with collect some data technique by observation, structured interview and data analysis. Hope that with this social campaign, people can realize that keeping endangered animals as a pet is not true and can help to preserve endangeres species, especially Javan Gibbon.

**Keywords:** Advertising, Social Campaign, Endangered Animals, Javan Gibbon.

## 1 Introduction

There are 200 species of primates around the world and 40 species of which live in Indonesia. Country Indonesia has more than 40 species of primates of which 24 are endemic primates. This opinion illustrate that Indonesia has so many primates in the world. One is in Bandung Regency West Java. Siti Nuramaliati Peijono (Head of Research Center for Biology LIPI, 2012), explains that there are various primates living in Indonesia's forests and make Indonesia a country rich in the highest primate diversity in the world after Brazil. The Javan Gibbon (*Hylobates moloc*) is an endemic primate spread only in Central Java and West Java. The Javan Gibbon include primates belonging to the highest priority animals in the national species conservation strategic document 2008 - 2018. According to the Red List International Union for Conservation of Nature (IUCN) the conservation survey, in 2014-2016 it has been noted that 25 species of endangered Indonesian primates include some primate species such as the Javan Gibbon. According to Drh. Ida Junyati Manur (Observer of Primata Indonesia), explains that there are several factors causing the endangered Javan Gibbon one of which makes the Javan Gibbon as a pet at home and if the Javan Gibbon is extinct, the forest ecosystem will be disturbed because the Javan Gibbon's act as seed dispersers and help spread seeds of forest trees.

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The Javan Gibbon (*Hylobates Moloch*) or wowo (locally called). Animals protected in wildlife protection regulations in 1931, government regulation No. 7 of 1999 (written: all types of *Hylobatidae* families) (Audebert, 1798) and Law no. 5 of 1990 on KSDAE (Natural Resources and Ecosystem Conservation) with a fine of Rp 100,000,000 or a jail term of 5 years. Some research results from the conservation agency Silvery Gibbon in 2010 stated that the estimated remaining Javan Gibbon population in the forests of West Java and Central Java is approximately 2,500 Javanese remaining. In 2008 The Aspinall Foundation conducted a monitoring using line transect and roaming methods in the area of Gunung Tilu Nature Reserve with an area of 8000 hectares and got the results of about 42 tails and increased to 59 tails in 2016. Therefore, many emerging activists engaged in animal welfare will provide professional protection to endangered or non-endangered animals. One of them is The Aspinall Foundation, a non-profit organization originating in the UK and providing rehabilitation services to particularly endangered primates such as the Javan Gibbon, Lutung and Surili located in Ciwidey [1-5].

But, Aspinall Foundation is not optimal in providing socialization in the form of education to local and urban communities to be able to recognize the existence of primates in Ciwidey area. This is concluded from qualitative research by interviewing in a structured manner with 7 people who are appointed as audiences target and get the result that 5 of them do not know the Javan Gibbon.

The Aspinall Foundation once made a direct campaign with Profauna against illegal hunting and primate trade on Indonesia Prime Day 2016 with the theme "Stop Hunting Primates" located in Alun-alun, Bandung and The Aspinall Foundation has not utilized the existing media. Because, quoted from Kotler and Roberto, social campaigns were created in order to change the behavior and attitudes of audiences [6]. There are several similar campaigns from conservation agencies, one of which is from the Kalaweit Foundation a non-profit conservation organization that moves on the protection of animals especially the Gibbons. Kalaweit has done quite a lot of campaigns directly and using social media in campaigns and invites young people to participate in protecting the wildlife and wildlife of West Sumatra.

This background encourages the writer to raise the issue in the writing of Final Project in order to complete the first strata of education at Telkom University Bandung with the topic "Javan Gibbon's Conservation Campaign (Study of Javan Gibbon's Conservation as an Effort to Prevent the Hunting of Endangered Animals)".

## **2 Theory**

### **2.1 Campaign**

Campaign is an organized communication activity, directly shown to a certain audience, within a predetermined period of time to achieve a particular goal. Campaign is a message delivered personally and mass with the primary intention of helping a campaign object [7].

The youth are those aged 15-24 years. Understanding described above, explains that social campaigns are to provide insight into society in order to master the insights and be able to disseminate information that has been obtained to others. And the youth feels that he is beginning to act with a clear and unquestioned goal that can be responsible.

Persuasive communication aims to adopt the view of communicators to the public in order to believe about a thing (R. Wayne, Brend D, dan Burnett). A method of communicating between some people where there is an exchange of symbolic meanings so that there will be a change of belief, attitude, and behavior.

States that there are two traits that are active and conscious audiences, which more often process information to establish their views on issues and problems encountered. There are audiences posing as masses that their high heterogeneity and anonymity measures and their organization and its compositions can make audiences fickle and inconsistent. Media is a means to convey a message from the sender to the recipient of the message so that it can compose messages according to the recipient of the message, and with the media message delivered effective and efficient as expected [8]. Visual communication design that is means of identification, means of motivation, means of information, means of emotional expression, and means of promotion [9].

### **3 Methods**

#### **3.1 Research Methods**

The method in this research is using qualitative method. According to qualitative research is a research that produces both written and oral descriptive data people and aims to gain a picture to deal with something according to something that will be researched and connected with ideas, perception, opinion or belief of a thing to be studied [10]. Observations or observation is a tool within a way to judge and scrutinize a behavior an individual or group in an activity that can observed. Structured interviews are a means of data retrieval requiring researchers to prepare neatly organized questions and answers prepared. Analysis data becomes a process in searching and integrating interview data, documentation and records systematically in a way categorize it and combine it in with easier choose which is more important and can be used the conclusion [11] [16].

#### **3.2 Data and Analysis**

Ida Junyati Manur (Observer Indonesia Primates) explains that there are several factors that causing the endangered Javan Gibbon one of which makes the Javan Gibbon as pets at home and if the Javan gibbon extinct, forest ecosystem will be disturbed because the Javan Gibbon acts as a seed disperser and help the seedling of forest trees. From the results of interview with Fabian Yustejo (16 years old) as target audience, he is a senior high school student in St. Angela Bandung. He is spending his day-time in school and occasionally he looking for entertainment by watching youtube and opening social media on his phone. And second target audience is Octavianus Mario which is more often spent the time to learn because, Mario is a college freshman is completing his S1 studies on the campus of Telkom University majoring in Engineering Telecommunication [17] [18].

#### **3.3 Target Audience Data**

1. Geographical, In this case for this campaign is teenagers Bandung City, Java Province West, Bandung City.
2. Demographic: Primary target : Age: 15 - 24 years; Gender: Male and Female; Education: Student; Income: Upper middle; Has a high interest in issues that occur in the environment and animals.; Secondary target : Age: 15 - 24 years; Gender: Male and Female; Education: Student; Income: Upper middle
3. Has no high interest in environmental and wildlife issues. Technographic analysis is obtained from the analysis of activity, opinion and interest that the target audience access the internet in daily basis because the internet is the most popular media teenagers. To access lessons and lessons to access for entertainment.

## 4 Result and Discussion

### 4.1 Communication Objectives

Based on the results of the theory, analysis of similar campaigns, and data obtained from interviews from resource persons and target audiences, the design of this campaign aims to educate the youth aged 15-24 years who have high interest in environmental and wildlife issues and have not high interest in environmental and wildlife issues.

### 4.2 Message Strategy

In designing the concept of a Javan Gibbon conservation campaign, the authors devised a messaging strategy using several theories as a reference, data obtained from interviews and similar campaign analyzes. The selection of messages in this design is focused on the insight of the audience the goal is where the target audiences are concerned and courageous commented however, not knowing that the Javan Gibbon is much hunted for made pets.

The message is “*Sounds On, Untuk Kebebasan Owa Jawa*”. Selection of sentences is considered most appropriate to convey the message to the target audience in which the author wants to inform that the life of the increasingly endangered Javan Gibbon caused by several factors and the Javan Gibbon has the right to life and is in dire need of rules community in helping to preserve the life of the Javan Gibbon. From the analysis which the author did produce sentence selection using mixture english and indonesian language, known to the target audience is not so fluent in english.

### 4.3 Visual Concept

Visual that will be applied to the process of designing this campaign is using some visual keys taken by topic and moodboards from target audiences. The visual key that the author uses as a point the reference to the visual concepts fixed in designing this campaign are forests, hunters, gadgets, confinement, teenage girls, teenage boys, and Javan Gibbon.



Fig. 1. Moodboard Target Audience (Source: Google, Pinterest, Instagram)

The typographic selection used in visuals is firm, thick and tapered that gives the impression of a firm and serious warning. Ed Woods Movies type typography is used for headlines because of its firmer and thicker shape while type Gotham Medium and Gotham Condensed is used for body text parts because of its thin but comfortable shape to read.

Based on interviews conducted, is the most important element in the design of a visual. The green color depicts the shandy tropical forest nuance and as a source of life, the gray and brown colors depict the color of the fearers of the Javan Gibbon, the black and red shades of cruelty and extreme of imperceptible borders and the blue color depicting a comfortable and peaceful atmosphere.



at home human. There is a barcode to access social media campaign SOJA. Posters will be taped to the school and campus due to, the place most likely to target the audiences.

#### 4.4.2 Emotions

This video is designed to increase the knowledge of target audiences afraid and reluctant to keep the Javan Gibbon because of this video shows someone who keeps the Javan Gibbon and ultimately it submit it because when maintaining a protected animal like the Javan Gibbon will get a sentence of 5 years in prison or a fine of Rp 100,000,000, - because the Javan Gibbon belongs to an animal protected by the State of Indonesia.

Include barcodes and social media for viewers to access more information on SOJA social media. Videos will be published through social media SOJA and YouTube Ads as attracting attention and leading audiences to see social media SOJA.

#### 4.4.3 Cognition



Fig. 5. Cukup Nak Event (left), SOJA Event Poster and Social Media (Facebook and Instagram) (Source: Author Documents)

The booth will be held in event every environmental day commemoration life and the Javan Gibbon. At the first event in this campaign booth will built in Ciwalk field for the first time to introduce this SOJA campaign. This event will be published through SOJA social media. Supporting the event, there is a social media account in which given the information of Javan Gibbon and selling some merchandise.

#### 4.4.4 Association

Ambient media created so that the target audience still remember and read the message. With this transit ads will pay attention the target audience by displaying the helplessness and sadness of the current of Javan Gibbon curled behind the cage in the window of public transport Bandung. Equipped with forest decoration to be more eye-catching and attractive. There is a barcode to access social media. In this SOJA campaign, it will work with T-Cash in increase awareness of target audiences in campaigning rescue the Javan Gibbon. T-Cash will release 5 types of T-Cash design models which is different for 2 months and get SOJA merchandise for which made T-Cash over the 2-month period.



Fig. 6. Ambient Media (T-Cash), merchandise and SOJA Mascot (Source: Author Documents)

There is also a merchandise that will be distributed after the event for the target audience hoping that they will remember all the message from the campaign. The designed mascot is the joyful character of the Javan Gibbon hanging on a branch named SOJA. And there is a heart right on SOJA chest which defines its cheerful and positive nature.

#### 4.4.5 Persuasion

The author design some poster for attractive media for this campaign.



Fig. 7. Persuasion Poster and Mobile Game Interface (Source: Author Documents)

#### 4.4.6 Behavior

Table 1. Timeline Activities (Source: Author Documents)

	1	2	3	4	5
Poster					
Transit Ads					
Video, Youtube Ads					
TCash					
Media Sosial					
Game					
Merchandise					
Booth					

The author designed an interactive game idea themed on the rescue of the Javan Gibbon. By guiding the Javan Gibbon to out of the sanctuary's house into the forest through a shaped path labyrinth and equipped with questions about knowledge, about the Javan Gibbon. This game has three levels. And to continue game to the next level stage, target audiences must share this game to social media up before you can play to step it further aims that secondary target audience can be attracted to download and know what the Javan Gibbon is. This mobile game will published through YouTube Ads and SOJA social media.

The campaign was designed to be held on October 1<sup>st</sup>, 2018 - November 6<sup>th</sup>, 2018. The event is coincides with the obesity day that is on October 1<sup>st</sup> because, October is the month of celebration of Javan Gibbon. After the event is finished, it is expected that the message delivered will continue to be maintained in the minds of target audience from the social media and mobile game that have been designed so that the goal of the campaign can be achieved.

## 5 Conclusion

The following is the design of the “Javan Gibbon’s Conservation Campaign (Study Of Javan Gibbon’s Conservation In An Effort To Prevent The Hunting Of Endangeres Animals)” examined from problem identification, problem finding to creating this campaign can be concluded, namely: 1) So far in the campaign that has been done by The Aspinnall Foundation has not used any kind of mobile game and other creative media, so the message delivered

isn't optimal; 2) There are many target audience still know if the Javan Gibbon is extinct due to illegal hunting.

Authors suggest that with SOJA mobile game as the main media in this campaign, this can make an innovation campaign creatively for The Aspinall Foundation, so it can enter into the interest of target audience. Thus with the campaign of preservation of Javan Gibbon is expected some young people in Indonesia dan hope they voice can helps the voice of animals life especially rare Javan Gibbon that increasingly threatened their lives.

Authors also recommend to: 1) Helping the Aspinall Foundation in campaigning with creative media like mobile game, so message delivery is easier understandable and fun; 2) The main media of this campaign are mobile games that are created on a regular basis interactive theme on the Rescue of Javan Gibbon equipped questions about the life of the Javan Gibbon. With this information on Javan Gibbon and invitations to download in Playstore "SOJA" games that have been designed to be accepted by target audience and assisting in the conservation of the Javan Gibbon especially in the prevention effort poaching of endangered species.

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