

“The Coral Reef Damaged, Where We Fish?” A Study on Social Campaign to Raise Public Awareness in Bunaken National Park

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Abstract. Being a tourist attraction of the Bunaken National Park, coral reefs have several main functions as habitat for marine organisms and also as breakers and barriers of large waves that can erode the coast. However, based on data from the Bunaken National Park Office, there has been a decrease in the quantity and quality of biological natural resources and ecosystems on the coral reefs located in the Bunaken National Park Region. The human activity factor such as littering, the divers who frequently step on the coral reef during the snorkelling/ diving activity and the use of bamboo trap and the contaminants such as fish bombs, toxins, nets/ trawls and coral mining. The research question is how to design social media campaign that can raise public awareness about coral damage in the Bunaken National Park. This study used qualitative approach such as observations, documentation, interview and questionnaire. The visual data analysis used matrix comparison. This study aims to design social media campaigns that can raise awareness of the community, especially fishermen and residents in conserving coral reefs in the Bunaken National Park.

Keywords. Bunaken, Coral, Illustration, Social Campaign

1 Introduction

Bunaken National Park, covering 89,065 hectares, located in North Sulawesi Province; is a conservation area based on the Decree of the Minister of Forestry No: 730/Kpts-II/1991. According to data from Bunaken National Park Office in 2017, the main tourism activities conducted in Bunaken National Park is diving and snorkelling since there are 20 dive spots. In addition to be a tourist attraction, coral reef have several main functions such as a habitat for marine organisms as well as breakers and barriers of large waves that can erode the coast.

However, based on data from Bunaken National Park Office in 2017, there has been a decline in the quantity and quality of biological natural resources and ecosystems on the coral reefs located in the Bunaken National Park area. Human activities affect the high index of coral mortality in Bunaken National Park such as garbage carried to the waters of

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Bunaken Island, divers who often step on the coral reef during snorkelling/ diving activities, the use of bamboo trap and the use of pollutants such as fish bombs, poisons, nets/ trawls and coral mining.

Thus, Bunaken National Park suffered damage at some point of zoning. It was complained by various tourists who do underwater activities such as diving/ snorkelling. Therefore, it needs serious and periodic handling. All stake holders in the Bunaken National Park need to be aware of the care of coral reefs so as not to increase the number of coral reefs that are damaged. The problem formulation is how to design social campaign media that can raise public awareness. This study aims to create integrated social campaign media that can raise public awareness in conserving coral reefs in Bunaken National Park. It is expected that coral reefs in Bunaken National Park remain protected and sustainable.

2 Literature Review

A campaign is a set of planned communication process actions with the aim of creating a certain effect to a large number of audiences that are conducted on a continuous basis over a period of time [1]. Each campaign activity must relate to four things: the campaign action shown to create a certain effect or impact, a large number of target audiences, usually centred over a period of time and through a series of organized communication actions.

The campaign not only affects audiences with words, but also with those activities that enable or direct audiences to take immediate action [1]. Types of campaign are (a) candidate oriented campaign that is oriented to win a candidate, (b) product oriented campaign to sell a product or service, (c) cause oriented campaign that is social reform efforts to form or change attitudes or behaviour, and (d) the campaign as efforts to build a good image or improve the image of organization or person [1].

Social campaign promotes desirable social norms of behaviour, acceptable models, encourage the change of thinking [2]. The effectiveness of social campaigns can be determined on the basis of four parameters as they deal with issues of contemporary human life and their goal is to get attention or commitment. The four parameters are problem awareness, level of sympathy for the problem or level of interest, the recipient involvement, and a subjective assessment of the message attractiveness [3]. The first of these parameters will be the subject in this study.

Social campaigns can be a very effective mechanism for integrating external and internal communication efforts. It extends integrated marketing communications [4]. Whatever the variety and purpose of it, the efforts of campaign change are always continuous with knowledge, attitude and behavioural [5]. To form a habit, one can be motivated both from inside and outside the individual. Factors that can motivate the behaviour of society embodied in the visual form are obtained through observation of people habits. Sources of motivation from outside can be realized in a visual form [6]. The selection of media and the use of materials in illustrations is an important point and can generate ideas visually. Illustration can solve the problem on a subject matter through an idea to attract the attention of the target audience [7].

3 Methods

This research was conducted in Bunaken Island, Manado North Sulawesi Indonesia from February to June 2018. The primary data collection technique used in this study was observation and documentation. Observation is done by visiting Bunaken National Park and diving to see clearly the current situation of coral reefs in Bunaken National Park. The

documentation is done by recording images in the form of photos and videos, along with recording location and time taking in the process of taking photos or videos.

Collecting other primary data by interview as conversation with a purpose. This interview was conducted on several related institutions such as Bunaken National Park Office, Manado City Tourism Office, the owner of the resort, the owner of the cruise ship in Bunaken Island and the community in Bunaken Island. After that, the questionnaire was distributed to get data or information in a short time. Questionnaires are distributed to the community especially those domiciled in Bunaken Kepulauan District, Manado Indonesia.

After the data is collected, the next step was to analyze the data using matrix analysis. Matrix analysis is juxtaposition or comparing a research object by aligning. Visual objects that are aligned and graded using one common guideline will show the difference, such as comparing poster will show the difference of image style and genre [8]. The objects compared are similar projects from Non-profit Organizations and Non-Governmental Organizations such as "Coral Triangle Day" by Coral Triangle Initiative, "Donation for the Reef" by Coral Oasis Foundation on Weh Island, and "Oceans Campaign" by Greenpeace.

To know the interest and lifestyle of target audience, AIO analysis (Activity, Interest, Opinion) was used. The target audience of this campaign is Bunaken Island Community as the primary target, and domestic tourists as secondary target, age 30-50 years, education senior high school, the job as fishermen and entrepreneurs, social economic status of A-C.

4 Result and Discussion

Human and nature activities can affect coral reef ecosystems. Currently coral reef ecosystems continue to get pressure both from human activities and also nature. From the AIO analysis, it was concluded that the target audience liked something related to nature, especially the ocean since their residence and their activities were in the coastal area. In terms of information affordability, target audiences tend to choose offline media such as newspapers and magazines. Interviews held in Manado with respondents i.e. Manado City Government, Vice Mayor of Manado, Head of Manado City Tourism Office, and Bunaken National Park Officer. From the interviews, it can be concluded that the damage of coral reefs in Bunaken National Park is real condition. As for factors that cause damage, such as the waste carried to the waters of Bunaken Island, the fishermen who often throw anchor carelessly and also the tourists who intentionally or unintentionally step on the coral reefs around Bunaken National Park.

Respondents who participated as many as 50 people from the Bunaken Islands Sub-District, Manado Indonesia. From the questionnaire data revealed that men and women with age ranges between 25 to 35 years with the amount of expenditure less than IDR 2 million per month know that the benefits of Bunaken National Park is the beauty of the Underwater. Moreover, they know the coral reefs damage in Bunaken National Park.

The main factors of coral damage are known by the respondents such as garbage, throw anchor carelessly and step on the coral reef intentionally. Most of them are often educated by local authorities on the handling of coral reef damage. Respondents chose event to be consideration for the design of social campaigns to handle coral damage in Bunaken National Park.

From matrix analysis with similar projects (Coral Triangle Day, Donation for the Reef, Oceans Campaign), it was revealed that the target audience determination is very influential on the success of a campaign program because the strategy and prevention efforts made to target, and the use of persuasion practices function to convince audiences of the need to follow the campaign and provide information/ education should be supported with data and examples of cases that have already occurred.

Based on matrix analysis with similar projects (Coral Triangle Day, Donation for the Reef, Oceans Campaign); the message conveyed by two of the three types of campaigns is same about saving coral reefs from damage, while the other campaign explains the need for donations for coral reef conservation. The illustrations used by these three campaigns highlight the icon of the fish as the vocal point reflects that with the destruction of coral reefs the fish will also suffer a decrease in quality and quantity. While the colors used are dominant in blue, which explains the beliefs and represent the color of the water where the coral reef ecosystems live.

4.1 Big Idea and Design Concept

Big idea design of this campaign is "Protect the coral reefs to live well". The message delivery to the social campaign activities is "Generating public awareness around Bunaken National Park, especially fishermen to preserve and conserve coral reefs through media campaign to handle coral damage in Bunaken National Park". In designing this social campaign, refer to [1], there are four stages needed in planning the message, as follow:

- Pick up a growing message from the public regarding the issue being campaigned. In this case, the message that developed in the community is the coral reefs are continuously damaged in the zones that exist around Bunaken National Park.
- Looking for the gap where we can go in and change perceptions by social campaign activities in Bunaken National Park area and including the residents, especially fishermen in Bunaken National Park.
- Using both the main and alternative pathways to identify persuasive elements. The main route is to disseminate information about the existence of social campaigns to handle coral damage to the residents around Bunaken National Park, especially fishermen. While the alternative path is collaboration between the government and the private sector (the beach resorts).
- Reassure that messages are eligible to be delivered in the campaign program. It needs a trial before conducting campaign activities by requesting responses related media campaigns that will be used to some residents and communities, especially fishermen around Bunaken National Park.

In the design of campaigns, tagline needed to help target audiences remember and apply the intent and purpose of the campaign. The tagline earned is "*Protect to avoid loss*". Tagline is combined with the formulation of the result already described in the big idea. The campaign is addressed to residents and community around Bunaken National Park, especially fishermen. The approach taken in supporting the visual design of the campaign using elements of the beauty of marine biota, because the main object of the design analysis is the coral reefs include marine biota. The picture that will be applied is the diversity of marine biota that has dynamic shape and pattern.

Based on the mindmapping, there are three keywords that become the reference for the process of designing campaign media that is dynamic, strong and colorfull. Thus, the illustrations and colors produced using these three keywords. Based on the moodboard that became the reference to create a color palette on the design of campaign media, the colors applied include:

- Ocean blue; interpreted as calm, confident and also reliable. In the design of the save coral reef campaign, the blue color describes the atmosphere of offshore which also contains the main ideas of coral reefs and marine biota.

- Turquoise Green; having the impression of freshness and coolness so that in the design of this campaign, the green color depicts plants that also become one of the characteristics of coral reefs.
- Ochre and Cream; interpreted as impressive, warmth and comfort. In the design of this campaign, these colors describes the general color dominance of coral reefs.



Fig. 1. Colour palette (Adji and Swasty, 2018)

4.2 Logo Design and Its Application to Media

Coral reef is the main discussion in this study, thus the coral reef element was adopted for a logo of save coral reef campaign in Bunaken National Park. Since logo has to represent the purpose of campaign, thus the addition of hand elements has meaning of caring for others. The design process of the logo as follows:



Fig. 2. Logo study (Adji and Swasty, 2018)

The designed logo (Fig.2) is applied in campaign media such as:

- Printed and digital posters used to disseminate information more closely to the public as well as tourists visiting the Bunaken National Park. Currently, the online presence is a must for any social campaign [9]
- Brochures that serve to explain the types of coral reefs found around the Bunaken National Park, spread to the public and tourists.
- Vertical banners are used at the time before and after the event conducted by the Bunaken National Park Office.
- T-shirts & hats are shared to the public as well as tourists who visit Bunaken National Park during the campaign event
- Booth used during the event.



Fig. 3. Brochure design (Adji and Swasty, 2018)



Fig. 4. Printed and digital posters (Adji and Swasty, 2018)

It needs a creative strategy to convey the message so that attract the attention of target audiences. In this campaign design, a rational approach is used through the visual elements of mascot and ambience media. The mascot is used as the object of taking pictures and videos by the community around Bunaken National Park as well as tourists and applied to information media about the save coral reefs campaign in Bunaken National Park. Ambience media placed on the body of fishing boats and serves to remind the community, especially the fishermen about the importance of coral reef conservation around Bunaken National Park. The rational approach is done in accordance with the objectives of the campaign that is to preserve and conserve coral reefs in Bunaken National Park.



Fig. 5. Mascot and Ambience Media (Adjie and Swasty, 2018)

5 Conclusion

To be able to raise awareness of the community, especially in Bunaken National Park, it is necessary to campaign the handling of coral reef damage through various media channels. From the study that has been done, can be drawn lesson is to design a campaign needed understanding of the target audience. Customized communication media are placed in locations where the target is often seen. Communication campaigns conducted must be integrated ranging from print media, digital media, media ambience to the event in order to raise awareness. Suggestions devoted to further study, such as designing on different media channels (such as animation and video) so that communities and tourists can be educated in a sustainable manner. Studies on the success rate of posters and brochures in raising awareness and changing community behavior on social campaigns need to be conducted as further studies.

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