

# Adaptive Strategies for Campaign the Conservation of Mangrove Forests in the Digital Era

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**Abstract**— Indonesia's mangrove forests play a significant role in national and global climate change mitigation strategies. In the last three decades, Indonesia lost 40% of mangrove (FAO, 2007). That is, Indonesia has the largest mangrove damage in the world (Campbell & Brown, 2015). It shows that it needs preservation efforts to be undertaken by all parties. One of the local organizations concerned about the preservation of the environment, especially mangrove forest is KeSEMaT. An effective and efficient campaign strategy in the digital era is a challenge that KeSEMaT community should face in the efforts to preserve mangrove forests. This research aims to see how the strategic Adaptive communication strategy in the mangrove forest conservation campaign in the digital era. The approach used is a qualitative descriptive with primary data from the founders and managers of the KeSEMaT as research informant. The results show that KeSEMaT conducts a planned communication approach with integrated campaigns both offline and online. Due to Niklas Luhmann's opinion that any idea must be communicated in various ways in order to be able to reduce the existing complexity. Even though in the digital age, everything doesn't always have to be digital.

**Keywords**— *Adaptive Strategy, Campaign, Mangrove Forest*

## I. INTRODUCTION

Environmental issues on the coastal are the spotlight because of its important existence, but the condition is increasingly critical is the mangrove forest. Indonesia has the ecosystem of the mangrove forest, the largest in the world, followed by Brazil, Australia, Nigeria and Mexico. The area of mangrove forest in Indonesia is about 3 million hectares that grow along 95.000 kilometers of coastline. This number represents 23% of the world's mangrove ecosystem [1].

Indonesia's mangrove forests play a significant role in national and global climate change mitigation strategies. In the last three decades, Indonesia lost 40% of mangrove [2]. That is, Indonesia has the largest mangrove damage in the world [3]. It shows that the need for conservation efforts to be carried out by all parties. One of the efforts that need to be done is a campaign of environmental conservation mangrove forest [4].

One of the organizations that care about the preservation of the environment, especially the mangrove forest is KeSEMaT ( Acronym In Bahasa: *Kelompok Studi Ekosistem Mangrove Teluk Awur*). KeSEMaT is a non-governmental conservation organization, which from the beginning of the 2001 organization, is more emphasis on increasing local community involvement and environmental awareness at the

national level. An effort to help preserve the mangrove forest conservation activities, KeSEMaT uses a variety of media and one form of media used is the campaign medium to convey the message and inform the program to be implemented.

The campaign is a series of planned communication actions with the aim of creating a certain effect on a large number of audiences that are carried out sustainably over a certain period of time, [5]. The campaign used to raise awareness and public opinion on particular issue. Perloff says "Campaigns generally exemplify persuasion in action", that all the actions in the campaign activities based on the principle of persuasion which invite and encourage the public to accept or do something that is recommended on the basis of volunteerism. KeSEMaT are required to think creatively and innovative in planning their campaign action activities. The effective and efficient campaign strategy in the digital era is a challenge that the KeSEMaT community should face in the efforts to conserve the mangrove forests [6]. The problems of the digital era such as the characteristics of audiences, tools and media characteristics that require different handling and different strategy.

Adaptive strategy is a concept that was coined by Niklas Luhmann on communication systems [7]. That the environment is always adapting in unravel the complexity that it faces. Previous research was conducted to see the effectiveness of social media [6], but not yet to see adaptive strategy, because talking environment is always important to speak adaptive strategy [8]. It is interesting to research how the adaptive communication strategy used by an environmental organization in communicating the conservation campaign of mangrove forests to audiences in the digital era.

## II. METHOD

This method of research is a qualitative descriptive to reveal how the adaptive communication strategy is used by the KeSEMaT in conducting a mangrove forest conservation campaign [9]. A qualitative approach was selected to understand the reality examined with a thorough understanding. The subject of this research is the individuals who are the primary informant, consisting of the founders and managers of the KeSEMaT.

## III. RESULT

In general, the message of the campaign delivered by KeSEMaT is about information the conservation of mangrove

forest ecosystem, problems related to the existence of mangrove ecosystem, until the solution is done for the preservation of mangrove forests. The information was then made as interesting as possible so that the people who become target audiences are interested to continue listen the message, and eventually inspire awareness the condition of mangrove forest ecosystem. KeSEMaT uses a way of organizing a message called a causal model, which is a message of communication presented in the order of reason then the result or vice versa [10].

Onong Uchjana Efendy in the book *Science Communication in Theory and Practice*[11], states that in order to achieve the goal of communication can choose one or a combination of the use of media, depending on the objectives to be achieved, the message delivered, and the techniques used. KeSEMaT utilizing various media that exist to conduct a campaign preservation of mangrove forest to the audience, whether it is direct socialization such as seminars/workshops, FGD, training, empowerment and mentoring, school visit, as well as no-mass media (t-shirts, batik, fairy Books). KeSEMaT does not use mass media such as print media and electronic media on a regular basis. KeSEMaT relies solely on media coverage to delivering messages to large audiences. This is because the cost to advertise in both print and electronic media is very expensive, while the source of funds is limited to the non-governmental members.

In responding to the development of communication in the digital era, KeSEMaT conducts the selection of media tailored to the objectives to be achieved. It is done in the adaptive response to complexity [8]. Internet Media has various advantages utilized by KeSEMaT. Like conducting a campaign of mangrove preservation online, kultwit the course of the campaign action, dissemination of action documentation, even capture a volunteer. Through Twitter media, KeSEMaT succeeded in forming a network of volunteers scattered in 12 chapters in the city/district. In Twitter KeSEMaT has a number of followers more than 14 thousand. On other social media such as facebook, instagram and youtube KeSEMaT upload the documentation of the action, link the article, photo, or video. KeSEMaT website informs about campaign activities as well as about the knowledge of mangrove ecosystems.

The study of digital social media shows that participation in online communities is very important for young people [12]. Similarly in Indonesia, the involvement of the young generation in social media occupies the greatest portion, both for entertainment, social interaction, and for self-expression space. Also, there are many social activists utilizing digital social media to engage in public discourse regarding issues they have been working on offline. The new public space that is formed through social media is very strategic to be utilized in order to expand environmental activism. Cyberactivism seems to have begun to be believed to have correlation with the formation of common good, and/or public-virtue.

The role of new media technologies in young people's movements lately gained much attention from the circles. Technology is not only useful as a tool but also as a space that spawned actors and forms new activism. The often-highlighted are primarily digital activism by young people who are familiar with Internet technology or who are often

called digital natives. *Digital natives could offer an alternative approach to change, organization and participation. In the campaign movement undertaken by the KeSEMaT, individuals directly or indirectly affected by an event or social experience try to address the issue in public spaces.* Their approach to social change is different from pre-digital generations because of their strategy, usage and experience of the world's different information. The youth's contact, activism, and new media technology are interesting because it leaves a technologically-centric paradigm and uses activism as a conceptual lens. Nevertheless, the concept of activism has been widely burdened by various assumptions about the type of social change that is desirable and how the change is realized.

By identifying and putting the case of mangrove forest preservation campaign by KeSEMaT into large images, it shows that today's digital native may have an alternative approach to social change and organizing the campaign movements that are difficult to understand with existing general assumptions. KeSEMaT seeks social and cultural change at the level of attitude and behavior. A captive enemy is a mindset. The objective of the campaign is to increase awareness and public participation on the issue of environmental damage, especially mangrove, but the approach to social change is through changes in individual level through involvement in the campaign movement. Success was materialized to attract as many people as possible into the campaign movement.

Internet factors and new social media technologies, which are used as a campaign and base rides that allow people around the world to engage collectively even if they are not physically able to meet. The internet in this case is not only a tool, the internet is also a public space as important as the physical space. In addition to recognizing the public diversity involved in the youth, young people now also do not consider the two spaces (physical and virtual worlds) as something separate. The next factor is its very individual approach. KeSEMaT allows people to personalize their involvement, both in terms of frequency and way, as well as in the formation of meanings. The way in campaigning for preservation of mangrove forests shows that social involvement must be conceptions in diversity. But this does not mean that the birth of a new form of activism replaces the old form, but it is present together and is likely to complement one another.

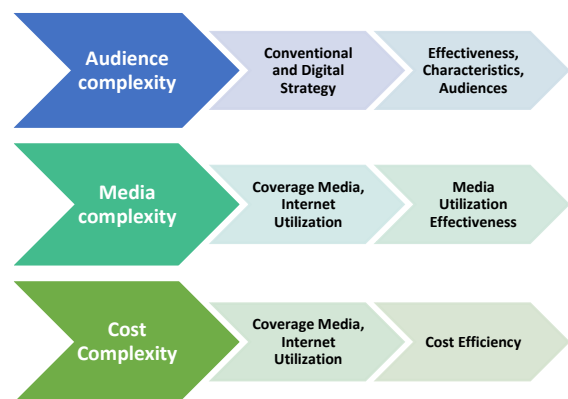


Fig. 1. Complexity Faced and Adaptive Strategy by the KeSEMaT

KeSEMaT faced three major complexities in the process of licensing the mangrove forest. But they do a communication effort tailored to the conditions of complexity encountered. It is called Luhman reducing complexity by creating other complexities or commonly referred to as double Contingency [13].

The KeSEMaT way of making a campaign invitation is not uncommon in the digital age while utilizing the Coverage Media, as well as seminars and meetings. However to decipher a complexity according to Luhmann does have to create another complexity. It aims to parse a greater complexity

#### IV. CONCLUSION

The way in campaigning for preservation of mangrove forests shows that social involvement must be conceptions in diversity. But this does not mean that the birth of a new form of activism replaces the old form, but it is present together and is likely to complement one another. According to Niklas Luhmann's opinion that any idea should be communicated in various ways to be able to reduce the complexity of the

existing. Although in the digital era not always everything should be all digital.

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