

Management Analysis of Mangrove Forest Protection Campaign and Rescue of Javanese Lutung in Muara Gembong Through SaveMugo Movement

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Abstract

SaveMugo (Save Muara Gembong) is a non-profit independent campaign movement and focuses on the goal of being able to restore the function of mangroves in Muara Gembong due to the many functions of mangrove land. Another focus is to save the endemic animal populations of Javan langurs in Muara Gembong that are threatened as a result of the decline of Javan langur habitat and threats from illegal hunting.

The method used in this study using descriptive qualitative study approach. In this study using data collection techniques, namely data interviews by interviewing SaveMugo volunteers and Pokdarwis Alipbata representatives and direct observations in Muara Gembong, as well as secondary data in the form of library studies

The results show that SaveMugo as the implementer of the Save Muara Gembong movement performs the management stage. At this stage SaveMugo's planning campaign in analyzing problems was carried out by conducting a survey to investigate what problems were occurring in Muara Gembong and the facts on the ground, the aim was to restore the function of mangroves and maintain the population of Javan Lutung primates, the target of this campaign was everyone from the local community to the government, to the strategy by establishing Pokdarwis Alipbata sedangkan for sources of funds derived from private activities, government and ecotourism. In this organizing stage the campaign was to carry out the division of labor in which the division of tasks and work was carried out by the ability of each field. In the implementation phase of the campaign run the realization of elements of the campaign such as recruitment of volunteer candidates conducted every year and conduct training to prospective volunteers. To select campaign deliverers, prioritize experienced volunteers involving Alipbata Pokdarwis, for campaign channels using new media such as the internet and conventional media, as well as action and campaign monitoring to see how far the program has taken place. In the evaluation stage because this campaign is still in the process, the evaluation is carried out not only based on the response but also on what action is taken. This is because the Save Muara Gembong Movement campaign is a campaign to change the environment where if only the response cannot be achieved the goal is to restore the mangrove land and save the Javan langur, but direct action is needed to overcome the existing problems.

Keywords: Campaign Management; SaveMugo Movement; Mangrove Forest Saving Campaign and Javan Lutung Protection

1. Introduction

Muara Gembong is an area that has rich biodiversity. Based on data at SaveMugo in 2005 there were dozens of species of flora dominated by mangroves and there were several types of reptiles and amphibians, 158 species of birds, 15 species of mammals. one of which is a Javanese Lutung which is vulnerable to extinction. (Muara Gembong Conservation with Ecotourism, 2017). With the wealth of flora and fauna possessed by Muara Gembong, in fact, in recent years the natural conditions of Muara Gembong are quite alarming.

The main problems at Muara Gembong are flood overflows of Citarum river and sea abrasion. The problem is caused by the absence of more mangrove forests which function to hold waves and abrasion from the sea caused by illegal logging, as well as illegal land clearing to be used as ponds and for other economic activities. At present the condition of mangrove forests in Muara Gembong is actually quite alarming. According to

Swargana (LAPAN Journal, vol. 5, 2008: 10) states that in the time period of 1990 to 2007 the number of mangrove forests in Muara Gembong decreased from 34.89 and then decreased to 33.23 hectares.

In line with that, based on SaveMugo's data, the damage of \pm 2800 Ha of land in Muara Gembong has been damaged and 3 villages have been damaged due to the depletion of land by sea water abrasion, namely Bahagia Beach Village, Mekar Beach and Pantai Sederhana Village. (Muara Gembong Conservation with Ecotourism, 2017)

In addition to causing abrasion with the reduction of mangrove forests it also results in a continued decline in the population of animal inhabitants of mangroves, one of which is Javanese Lutung or *Trachypithecus auratus*, which is an endemic animal in Indonesia that inhabits the northern coast of Bekasi. Javanese Lutung is one of the endemic species that lives in Indonesia. It is estimated that the number is currently not more than 50.

In fact, Javanese Lutung is one of the endemic animals protected by the government through the Decree of the Minister of Forestry and Plantation No. 733 / Kpts-II / 1999 concerning Javanese Lutung animals which determine Javanese Lutung are protected animals and those who have already maintained Javanese Lutung must be returned to the state.

The SaveMugo movement aims to campaign for the rescue of Muara Gembong to local residents, the government, and the wider community. According to Rogers and Storey (in Ruslan, 2005: 23) explaining campaign activities is a series of communication actions carried out in a planned and systematic manner that is carried out continuously and aims to provide an effect on the audience at a certain time period.

Since 2014, from a community that cares about the environment, SaveMugo has become a community that is concerned about saving Muara Gembong, especially campaigning for the rescue of Javanese mangrove and Lutung forests in Muara Gembong. In 2016 a Pokdarwis Alipbata (Aliansi Pemuda Bahagia - Pemudi Bahagia) was formed which was formed by SaveMugo, which was filled by local residents of Pantai Bahagia Village, Muara Gembong, who had been approved by the Bekasi District Tourism Office through a decree in September 2016

The reason SaveMugo formed Pokdarwis Alibata was because this campaign could not run successfully without the involvement of local residents to guard the Muara Gembong area itself. Because basically anything that is done will be useless if there is no awareness of local residents to continue caring for the Gembong Estuary including the protection of mangrove forests and the rescue of Javanese Lutung.

2. Method

This research uses a qualitative descriptive approach method by making various situations or phenomena that are found in society by making this phenomenon the object of research. So from that qualitative descriptive research will be better used to examine problems with in-depth studies, such as the problems that will be carried out by researchers (Bungin, 2007: 69)

This research uses a constructionist paradigm that discovers how reality or events are constructed in a way that is shaped or can be called production and exchange of meaning (Mulyana, 2011: 43).

The sources of this research were SaveMugo Movement Members with 3 respondents namely Bang Umam as the SaveMugo Movement chairman, Bang Rian as the coordinator of the domestic and foreign relations division, Bang Zico as coordinator of the social media division and for Pokdariwis and community Pantai Bahagia Muara Gembong Village represented by Bang Sonhaji as chairman of Pokdarwis Alipbata

The method of data collection in this study used the interview method by interviewing several speakers starting from members of Save Muara Gembong Movement and residents of Pantai Bahagia Village in Muara Gembong, as well as conducting observations in Pantai Bahagia Village, and searching online data in collecting data about this research.

Data analysis carried out by this study is using the mile and huberman model data analysis carried out through 3 stages, namely: (Sugeng, 2015: 152) data reduction, data presentation and conclusion drawing

Result and discussion

The SaveMugo campaign is included in the type of ideological or Cause- oriented campaigns. The ideological or cause-oriented campaigns is a campaign towards social change where this type of campaign invites audiences to participate in dealing with social social problems by changing public attitudes and attitudes related. The campaign management consist of three step; first is the planning, then action and the third is the evaluation.

The stages of the campaign planning process are carried out by analyzing or identifying the underlying problems of an organization to carry out a program of campaign activities. Analysis of the problems in the campaign to protect mangrove forests and save the Javanese Lutung in Muara Gembong by SaveMugo by conducting a survey in Muara Gembong and discussing with several NGOs and residents of Muara Gembong regarding the condition of the mangroves in Muara Gembong which continues to decrease each year.

The next stage is the preparation of the goals to be achieved from the campaign activities. The aim of this campaign is to restore the function of mangrove forests in Muara Gembong as they should, so that the extraordinary natural potential of Muara Gembong does not just disappear.

The next step is to determine who is the target of the campaign activities. In this campaign, referring to the type of campaign targets as explained by Grunig (In Venus, 2012: 150) there are three targets in the campaign to protect mangrove forests and save the Javanese Lutung in Muara Gembong. First, Latent Public is a part of Muara Gembong residents where some residents of Muara Gembong face problems such as flooding due to abrasion. Second, Aware Public, which is a government where it is now aware that the problem of Muara Gembong is a serious problem if it continues to be ignored. Third, Active Public is a member of Pokdarwis Alipbata and the wider community who participated. These types of audiences include being aware of these problems as evidenced by some of them supporting these saving mangroves and Java Lutung primates.

Next is to determine what message will be delivered to the campaign target. In determining which message you want to carry must be prepared based on the stated objectives. As explained by Simmon (in Venus, 2012: 151) there is a relationship between goals and messages in planning a campaign activity, namely the content of the message must be arranged based on the goals set beforehand so that the content of the message is a translation of campaign goals to the campaign targets. In this campaign activity campaign, the aim of the campaign was to increase the green belt at Muara Gembong, which had turned into a fishpond and supervised the existence of Javanese Lutung animals. So the message that SaveMugo wants to bring is a message to jointly maintain and care for Muara Gembong with mangrove forests and Javanese Lutung animals.

Next is to determine what strategy will be used, in this campaign SaveMugo uses a strategy to engage the community of Muara Gembong to participate in this campaign, namely the establishment of Pokdarwis Alipbata. By forming the Alibata Pokdarwis, where the Alibata Pokdarwis consists of the Pantai Bahagia Village community, making all information aimed at the Muara Gembong community more acceptable to the community. Furthermore, at the planning stage there is a need to plan time scale campaign activities, but in this campaign basically the planned campaign will last for 5 years from 2013 to 2018, but on the journey the 5-year plan cannot be implemented seeing the current conditions in which the Estuary Gembong is still in need of SaveMugo in the process of traveling not to be realized in 2018 because of several things so that the Save Muara Gembong campaign will still continue.

As explained by Venus (2012: 200), the stages of campaign implementation have several aspects, namely the realization of the main elements of the campaign (recruitment and training, message construction, selecting messenger and selecting campaign message channels), piloting campaign plans, monitoring and action and progress report.

The recruitment carried out by SaveMugo as the initiator for recruiting environmental campaign personnel to campaign for the protection of mangrove forests and interruptors is carried out by opening open

recruits every year for anyone who wants to participate as a volunteer in this environmental campaign. The recruitment carried out by SaveMugo was also based on several studies explained by Bang Umam as the chairman of the Save Muara Gembong movement. The first is that they must be prepared for all the risks, energy, time, and material, then SaveMugo volunteer candidates must also be able to cooperate the team, the seriousness of the prospective volunteers. Lastly, SaveMugo will see what expertise the registrant has related to the division division at SaveMugo.

After being recruited then there is training conducted by SaveMugo, the training was carried out in the form of introduction to the Muara Gembong area for those who were still blind both by natural conditions, geography and the potential of Muara Gembong. After carrying out this introduction, SaveMugo will conduct training for volunteer volunteers by sitting with Pokdarwis Alipbata such as what assignments will be carried out.

In the SaveMugo campaign, the division of labor is carried out so that each member of SaveMugo is responsible for the assignment given, where the division of tasks is given based on what becomes the expertise of its members. In addition to SaveMugo there is also a Pokiparwis Alipbata which stands for SaveMugo to reach the people of Muara Gembong and benefit from its own potential. So for the task of Pokdariwis is the discussion between SaveMugo and Pokdarwis Alipbata itself.

There are several tasks in the campaign to protect mangrove forests and save the Javanese Lutung in Muara Gembong such as campaign coaches, campaign leaders, Social Media Division, Research and Development Division, Merchandise Division, Internal and Foreign Relations Division. There is a unique thing that SaveMugo does in dividing the duties of its members is based on the expertise each volunteer has, meaning that each campaign volunteer will be placed in a division that is in accordance with their respective expertise. Country, and so on.

Next in the stage of the campaign is the construction of the message that will be conveyed to the audience. The message conveyed to the audience in this campaign depends also on the characteristics of the audience such as the local community of Muara Gembong, the message must be easily understood and simple. For the general public it will be used which is also easy to understand and the message is delivered wrapped in benefits if they participate so that the wider community is interested in participating in this campaign, then the campaign message that is conveyed to the government is used more polite, formal language in the message what SaveMugo conveyed was followed by facts of scientific facts that took place in the field relating to mangrove plants and Javanese Lutate primates at Muara Gembong.

Next is selecting campaign messenger, determining who is the messenger of the campaign. SaveMugo in this campaign has no special selection done but campaigners are chosen based on who is the most experienced, has insight into this environmental campaign and insights into Muara Gembong. In delivering campaign messages, SaveMugo also needs a communication channel. In this case SaveMugo through the first new media is social media such as Facebook, Twitter, Instagram the main target is teenagers because social media is a medium that is very familiar to today's teenagers. Furthermore, mass media such as radio, television, newspapers are the main targets for adults because the media as mentioned earlier has existed before social media so that its users are adults who are already familiar with the mass media. Besides using mass media, it helps to spread the message to save the Java mangroves and Lutung because not all regions are connected to the internet.

After part of the realization of campaign elements as described above, the next implementation phase is testing the campaign plan. In this campaign SaveMugo did not conduct a trial campaign plan, after the planning process, the team immediately carried out a campaign without trial. However, even though without testing the campaign plan SaveMugo had consulted various parties such as experts, the community of environmental activists in Bekasi, the local community of Muara Gembong, and so on. Is the planning that has been prepared is appropriate to overcome the problems that exist in Muara Gembong.

The next step in implementing the campaign is the monitoring phase, monitoring carried out by this campaign is adaptive and problem solving orientation. The first is adaptive because the campaign is open to suggestions and input from outside parties. Second, problem-oriented orientation actions such as in this environmental campaign are problem solving orientation actions proven from the root of this campaign which serves to overcome the problems that occur in the Gembong Islands such as the conversion of mangrove land and

the decreasing number of Javan Lutung primate populations.

The last stage in campaign management is the evaluation stage. The evaluation carried out in the campaign, in the form of a large evaluation of the campaign as explained by Bang Riantama, also explained that for the large evaluation carried out in this campaign, it was an annual routine evaluation between SaveMugo and Pokdarwis. what happened whether the previous program program that had run had a positive impact on the local community or not. In addition, through a major evaluation, the next campaign program will be discussed in the future what will be done.

Furthermore, to measure the success of this campaign, as stated by Bang Riantama, the success of the campaign was measured through how the response and actions of the community towards the existence of the Java mangrove and Lutung plants in Muara Gembong. This is because according to SaveMugo, if it measures only from a response, it will not give a big impact, because the problems of mangrove and Javanese primate plants in Muara Gembong not only require a response but also require concrete action. To see the public response to this campaign can also be seen from social media as stated by Bang Zico, the public response can be seen from the posts - posts related to campaign programs on social media both Facebook, Instagram, Twitter. The community response can be seen from the number of likes, as well as positive comments on the campaign activities program posted on the SaveMugo movement social media account.

3. Conclusion

The results of this study indicate that SaveMugo as the organizer of the Save Muara Gembong movement carried out stages of campaign management such as the planning, implementation and evaluation stages of this environmental campaign. In the planning stage of this campaign SaveMugo in analyzing the problem by conducting a survey to find out the problems that occurred in Muara Gembong and the facts in the field, the purpose of preparing to answer the problems that occur with the aim to restore the function of mangroves as a protector of land from abrasion and realization conservation for animals, one of which is Javanese Lutung in Muara Gembong, the identification is aimed at all people from the local community to the government, for strategies and tactics in this campaign by cooperating with local residents Muara Gembong by forming Pokdarwis Alipbata so that it is easier to campaign to local communities and the Muara Gembong community benefited from the potential of the Muara Gembong region, for resource allocation coming from SaveMugo volunteers and the general public who wished to participate while funding resources came from the private sector, the government and costs of ecotourism activities.

During the implementation phase the campaign carried out the realization of campaign elements such as recruiting prospective volunteers every year to increase the number of competent human resources so as to be able to succeed this campaign and conduct training for prospective volunteers so that prospective volunteers were informed about the campaign and information about Muara Gembong, in the campaign this division of labor to SaveMugo volunteers the division of tasks and work is carried out based on the division and field capabilities of each volunteer so that each volunteer is able to carry out the task maximally in accordance with his field of ability. To select the messenger for the campaign, SaveMugo prioritizes volunteers who have experience in delivering this campaign message and involves Pokdarwis Alipbata, to select the campaign channel choosing to use new media such as the internet and social media in the form of Twitter, Facebook Instagram, and conventional media such as print and electronics. and the campaign's actions and monitoring is to look at the extent to which the program has been running on the ground. The last one at the evaluation stage because the campaign is still ongoing, the evaluation is not only based on response but also based on actions such as action because the response is not enough but action must be taken to jointly save the mangrove and Javanese Lutung in Muara Gembong.

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