

Abstract

Sea Turtle is a species of marine reptile that scientist believed have been existed in ancient age. Indonesia is home for six of the seven of sea turtle in the world. Indonesia also put sea turtles as a protected species. However, existences of sea turtle is endangered now because human's activities like hunt a sea turtle's egg or nature predator of sea turtle that attack along their life.

Now, there are many organization that concern in protection and conservation of wildlife endangered like WWF and Bali Sea Turtle Rescue. Many efforts were done like campaign or donation. But, that action not interesting to attract society because the delivery content is less.

Therefore, we make a new campaign to protect sea turtles through a mobile game. This game called Sea Turtle Rescue. Sea Turtle rescue become one of the campaign that take sea turtle's life cycle as a game content. It can attract society's warning about sea turtle's rescue that threat it along their life.

Based on the result of testing, taken that Sea Turtle Rescue made a one of the creative campaign sea turtles rescue because a game content is match about sea turtle's danger and threat.

Keywords: sea turtle, game, predator, sea turtle life cycle, sea turtle campaign