

## ABSTRACT

Lampung is the southern province of Sumatera island, Indonesia. Lampung also exists with the national park Way Kambas on it, which is identical with elephant conservation, despite the fact that this national park is the place for other endangered animals like rhino, Sumatran tiger and other endangered animals. Besides Lampung, there is a butterfly conservation park, named "Taman Kupu-kupu Gita Persada". The work of the butterfly in the ecosystem is for the foods in the food chain's other animals. Butterflies are also helping for pollination of plants and the one of the condition changes of the environment. The decrease of butterfly population in Bandar Lampung happens because they have no foods for the larva and because of the change of the environment for human needs. There are some important factors in order to preserve them, there is the awareness that has to be changing and that habit will be better if it's planned on the kids. So it's needed a plan to campaign the preservation of the butterfly to the child in 3-6 grade in age 8-11 years old in Bandar Lampung. The data search that uses qualitative methods of observation and interviews can be designed so that the appropriate media campaign. Approach or theory used in campaign is a model that is packaged in a persuasive, educative and communicative.

Media designed to campaign for the preservation of butterflies to children grades 3-6 elementary school aged 8-11 years in Bandar Lampung, namely Event, and Booklet. Through a media campaign designed, expected to provide an understanding and awareness of the target audience to preserve the butterfly.

**Keywords:** Conservation, preservation, butterfly, child at 3-6 grade with age 8-11 years old, event, and booklet.