

## ABSTRACT

Restuningrum, Wahyu. 2015. *THE DESIGN OF THE MANGROVE FOREST CONSERVATION SOCIAL CAMPAIGN IN WONOREJO EAST COAST OF SURABAYA*. Visual Communications Design Studies Program.

Wonorejo Mangrove Forest is a conservation forest area located in Wonorejo East Coast of Surabaya. In Wonorejo Surabaya, the mangrove forest damage surrounding society. They were wrong in using mangrove forest. They do not think about other ecosystem like the expansion of illegal land. Therefore, it takes strategy and media campaign to raise public awareness of concern to want to keep and preserve the mangrove forests. The method used in this thesis is observation, literature, and interview. The data is obtained and analyzed through a SWOT analysis as a reference to create a campaign strategy of Mangrove Forest in Wonorejo. The strategy that will be used for the campaign of mangrove forest is conducting silvofishery (empang parit) manufacture to improve the welfare of the surrounding society. The main campaign media that will be used for the campaign of mangrove forest is an event. This event is Ludruk. That is typical entertainment of East Java as the media to convey the message. While the posters, banners, calendars will be used as the supporting medium.

Keywords: Mangrove Forests, Conservation, Social Campaign, Wonorejo