

ABSTRACT

THE DESIGN OF MEDIA FOR CORAL REEF DAMAGE HANDLING SOCIAL CAMPAIGN IN BUNAKEN NATIONAL PARK, NORTH SULAWESI

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Bunaken National Park is located in North Sulawesi. There are 20 diving points in Bunaken National Park area. The beauty of underwater is an attraction for tourists to do snorkeling or diving. The Bunaken National Park has 390 species of coral reefs. However, some coral reefs found in Bunaken National Park are identified to be damaged due to the increase of waste, use of the fish bomb, and deliberate stepping on the coral reefs itself. Therefore, media for a social campaign is needed to increase people's (community and tourists) awareness about the coral reefs damage that happened in Bunaken National Park. The data collecting method uses an interview method, questionnaire, observation, and documentation. The results design of media for this campaign is an event that involves posters, brochures, mascot, and ambient media. It is expected that with this media design for the social campaign can reduce the incoming damage of coral reefs that happened in Bunaken National Park.

Keyword: Coral reefs, Social campaign, Visual media.