

ABSTRACT

DESIGNING A CAMPAIGN MEDIA FOR THE PRESERVATION OF THE MAHAKAM PESUT

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Indonesia is a country with an area of 735,400 square miles with various fauna of living land and sea of Indonesia. Unfortunately, 294 species of fauna that live in Indonesia are threatened with extinction and deserve to be protected. One of them Pesut Mahakam. Mahakam dolphin is a typical animal waters of the Mahakam river located in the area of East Kalimantan. But now the mahakam dolphin population has declined due to the activity of coal vessels, fishing activities and public waste. The impact of the above activities is to make the dolphin habitat become damaged and the number of their populations shrinking. By looking at the phenomenon that has occurred, the need for a designing campaign media design in providing information about mahakam dolphins and damage to their habitat. With the aim of increasing public awareness about the existence of these mahakam dolphins. The methods used in data collection are interviews, questionnaires, observation, documentation, literature studies and matrix analysis that produce the data needed to design mahakam pesut conservation campaign media. Activities that will be used are events as with supporting media such as posters, brochures, backdrop, x-banners and merchandise. It is expected that with the media design of this campaign can add information and community awareness about the dolphins and threats that occur in their habitat.

Keywords: Campaign, Media, Pesut Mahakam, East Kalimantan