

## **ABSTRACT**

endangered animal indeed is the most wanted species to be owned by animal lovers for its value, it even could elevate the owner economical value. on the other side there are some people who hunted it down to eat them and there is even those who hunted it down for their part of the body to be sell at black market. This even getting worse by the official government like forest police division whom the main job is to filter this kind of problem not getting proper knowledge of which animal belong to the appendix 2. That is exactly why the creative campaign and informative campaign is needed among the teenager to inform them about this crisis so in the future we could prevent this by transforming teenager into the agent of change to share their awareness to their kind.

Keyword:animal,protected,teenager,appendix2