

ABSTRACT

Sumateran elephants are an umbrella species for their habitat that represents biodiversity in the ecosystem where they are live, Which means the conservation of these smart large animals will help to balance the biodiversity of ecosystem, so they will help to save various other small species. Sumatran elephants are sub species of Asian elephants which are classified as red listed as endangered animals, this is due to their increasingly narrow habitat and endless human conflict. This campaign aims to invite and educate the target audience on how to maintain the preservation of Sumatran elephants by using data collection methods such as observation, interviews and literature studies and analyzed with SWOT and AOI. This campaign will use the media with an AISAS media approach strategy and visual concept which are interesting. The main media in this campaign is a campaign event that can educate the target audience directly and the message delivered can be well received by the target audience. Supporting media such as posters as information on campaigns and teaser video to attract the target audience attention si they will interested in participating in this campaign activites.

Keywords : Campaign, Conservation, Sumatran Elephant.