

CHAPTER 1

INTRODUCTION

1.1 Background of the Problem

The territory of Indonesia is located in the tropics which is crossed by the equator, so that in a year the sun crosses the equator twice. The shift in the position of the sun every year causes Indonesia to have two seasons, namely the dry season and the rainy season. When the sun is directly north of the equator, parts of Indonesia will experience a dry season. This season occurs between April and September. If the sun is south of the equator, Indonesia will experience the rainy season from October to March (Aldrian, Karmini, and Budiman 2011).

The issue of climate change itself has become the main concern of various sectors at the international, regional, national, and even local levels. Climate change can cause rainfall, extreme weather, rising temperatures, droughts, and sea level rise, affecting many sectors in Indonesia. Today, we can see that climate change is having a major impact on all continents and oceans, including Indonesia. Climate change, which is the cause of extreme weather disasters around the world, in the next 20 years is at risk of being out of control (Walhi 2021).

Some of the causes of climate change are lifestyle, consumption patterns and irregular population growth, coupled with various human activities that sometimes damage the environment. A number of studies and studies show that the last 10 years have been the warmest years in global surface temperatures. According to the latest NASA/GISS report (2015), global temperatures continued to increase by 0.68 degrees Celsius in 2014. The Intergovernmental Panel on Climate Change (IPCC), related to climate change, released several reports on the increase in the amount of carbon dioxide (CO₂) emissions that were higher in the atmosphere (a mixture of gases that settles on the earth). The normal minimum air temperature in Bandung (1981-2010) is 17.6 – 18.1 Celsius. The maximum air temperature in Bandung is normally in the range of 28.5 – 29.5 Celsius. According to Landsberg 1981 theory, the average annual temperature in urban areas is 3 degrees Celsius greater than in rural areas. The minimum temperature is greater than 1-2 degrees Celsius and the maximum temperature is 1-3 degrees Celsius. The average air temperature in urban areas increases by 0.05 degrees Celsius every year.

Basically the cause of global occurrence is human activity such as cutting down forests to create agricultural land or livestock, because the trees that are cut will release the carbon stored in them. About 12 million hectares of forest are destroyed every year, the use of transportation that uses fossil fuels, food production also produces emissions of carbon dioxide, methane, and other greenhouse gases. The excessive energy consumption of your home and energy use, the way you travel, what you eat, and the amount of food you throw away all contribute to greenhouse gas emissions. It is very important to give it to the community with the aim of making people aware of the importance of the environment so that future generations will not suffer because of the consequences of living before the era. Government policies must be strictly enforced so that creatures live on earth. For this reason, it is very necessary to take real steps or actions to improve people's lifestyles in anticipation of unwanted bad things.

The implementation of climate change education and awareness is certainly in line with the points of the Sustainable Development Goals in Handling Climate Change. This point is also in accordance with Indonesia's Sustainable Development Goals 2030 targets on climate change regarding: "Education improvement, awareness-raising, human and institutional capacity building related to climate change mitigation, adaptation, impact reduction and early warning" Practical implementation of education and awareness-raising is closely linked to the Sustainable Development Goals (SDGs). Related to So, it is important to prepare the right media or platform on the way for realization of this sustainable development. The use of digital media for public communication as an awareness of climate change phenomena can be realized in various ways, including distribution of information and also campaigns. This campaign exists as a way to link structured communication between campaigners and the public.

Awareness is an ability that comes to the public's mind when they think about a particular thing and how easily it appears (Hasbun and Ruswanty, 2016). Achieving these goals requires a sustainable approach for the community to identify companies in a coherent way. Awareness exists as a form of expressing one's concern about something. A number of experts in the country also voiced that public awareness is important about climate change which is still low. Whereas knowledge

about the impacts of climate change is important so that people can adapt and mitigate from simple things (Media Indonesia 2018). Mitigation can be done for example by processing waste, using public transportation or walking to reach a certain point. This can bring about the absolute thing that pushes the most important functional aspects into the future as a unity between thought and action.

The media used in the implementation of this campaign uses digital media such as mass media and social media. The existence of social media is a means for anyone that can be used to disseminate information in the form of text, images, audio, and video with many parties, both between companies to the public and vice versa (Philip Kotler and Keller 2016).

Based on the given phenomenon, the author raised the topic of Designing a Social Campaign in Digital Media Regarding Climate Change as a final project. Educate problems and countermeasures so that climate change in the world, especially in Bandung, Indonesia can be resolved so as to reduce greenhouse gases and increase public awareness of the impacts of climate change.

1.2 Problem Identification

From the research above, there are several problems that can be identified:

1. Lack of public awareness deals with printing waste that impact to the climate change.
2. There are still few visual-based digital media climate change social campaigns.

1.3 Problem Formulation

Based on the identification of the existing problems, certain formula can be made:

1. How to design a campaign message of climate change using digital media?
2. How to design a visual media strategy of climate change using digital media?

1.4 Problem Scope

Based on the background and problem that have been describe, the scope of the research is as follows:

1. What

The focus of the problem in this topic is how to design the right message and the right visual to the public about the campaign of climate change.

2. Who

The intended target audience are:

- a) Age: Teenager and adults (15 – 25 years old)
- b) Gender: Boys and girls
- c) Group: Public society
- d) Demographic: Bandung, West Java

3. When

This design is expected to be realized in 2022.

4. How

Make a design and unique message that focuses on climate change and its impacts.

1.5 Methode of Data Collection and Analysis

1.5.1 Methode Used

The method used in this paper is a qualitative research method. Qualitative methods are used to find descriptive data, such as interviews, field observations, and photos or documentation. Qualitative research method is a method used to obtain in-depth data that carries meaning (Sugiyono 2013, 9). The author uses qualitative methods because the research used mostly refers to facts and phenomena that occur in society.

1.5.2 Method of Collecting Data

In preparing the research, the author can use several methods. The following methods were used to collect data:

1. Observation

Observation methods can also be used to understand phenomena; This method can be carried out on adolescents and adults to obtain information on whether they are aware of climate change and the impact of this phenomenon. Observations were made to obtain valid and additional data to support the design of campaign designs on climate change.

2. Interview

The author conducted structured interviews with several related parties. Structured interviews are used to collect data regarding the information to be obtained from sources and target audiences. In the structured interview process, questions and answers were conducted to the target audience and resource persons so that the research obtained accurate data and was in accordance with the research objectives.

3. Literature Review

Authors can conduct studies on books, journals and articles related to phenomena which are the key to obtaining accurate data in accordance with the related phenomena. The author can also conduct interviews with experts in this field.

1.5.3 Analysis Method

The analysis that will be used includes:

1. AOI Analysis

AOI (Activity, Interest, Opinion). Lifestyle is determined by a person's pattern in the world, and is expressed through that person's activities, interests and opinions (P Kotler et al. 1999).

a) Activity

Observing the target audience's activities which are then analyzed. Understanding the target audience by paying attention to what they do, the goods or services they buy and how they spend their time

b) Interest

It is the interest of the target audience in every decision-making that is driven by personal factors

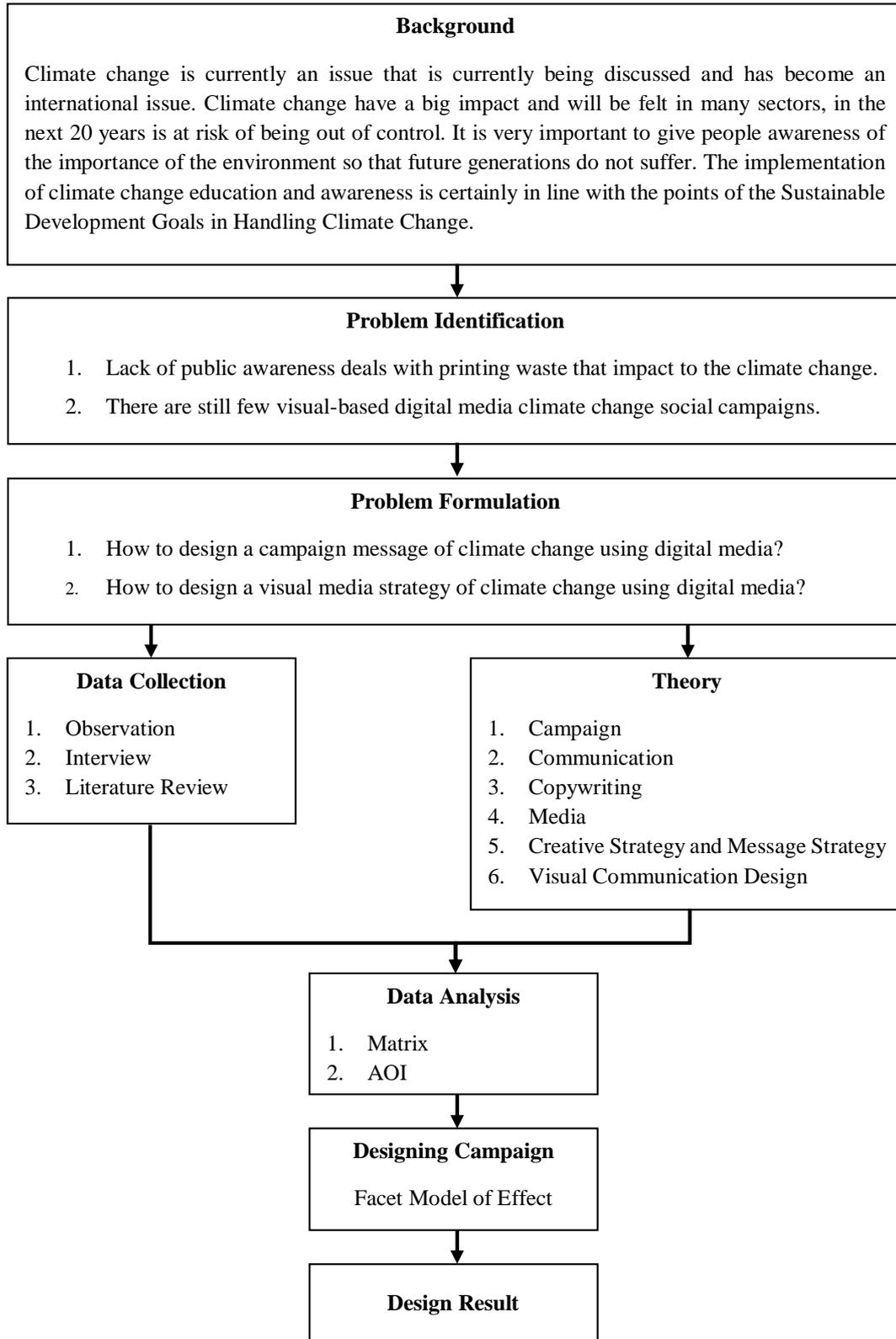
c) Opinion

Personal opinion of the target audience that comes from the person's own self.

2. SWOT Analysis

This analytical method is used to compare the strategies of previous climate change campaigns by describing the Strength, Weakness, Opportunity and Threat.

1.6 Research Framework



1.7 Chaptering

CHAPTER I INTRODUCTION

In the introductory chapter the author explains the background which contains the background of the problem, problem identification, problem scope, research objectives, research benefits, research methods, data collection techniques and design framework.

CHAPTER II BASIC THEORY

In the basic theory chapter, the data that has been obtained by the author by the method used is then analyzed according to the problems raised.

CHAPTER III DATA AND PROBLEM ANALYSIS

In the data and problem analysis chapter, the author explains the data that has been obtained by the author with the method used and then analyzed according to the problems raised.

CHAPTER IV DESIGN CONCEPT AND RESULT

In the design concept and result chapter, it explains the campaign design strategy that will be used, then explains the stages of campaign design from big ideas, approaches, media and visuals, to the final result.

CHAPTER V CONCLUSIONS AND RECOMMENDATIONS

In the conclusions and recommendations chapter, it explains the conclusions and suggestions from the campaign design that has been carried out by the author.