

ABSTRACT

The Centre for Orangutan Protection (COP) is one of the conservation centers in Indonesia that is the fastest and most effective in responding to every threat and danger to orangutans and their habitat. The Centre for Orangutan Protection (COP) was established as an emergency response to stop the slaughter of orangutans as a result of forest clearing for oil palm plantations in Kalimantan. In this case persuasive communication theory becomes an analytical tool to help the success of the community in inviting people to care more about forest sustainability for the survival of natural orangutans. Data collection techniques were carried out by observation, interviews, and document content review.

Keywords: Persuasive communication, conservation, Orangutan