Communication Strategy in Jakarta Animal Aid Network "Stop Dolphin Circus" Campaign to Increase Public Awareness

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Abstract

Jakarta Animal Aid Network (JAAN) is established in February 2008 as Non-Governmental Organization. JAAN is focused in animal safety and rights to have a better life. Several campaigns have been performed to increase public awareness and one of them is "Stop Dolphin Circus" campaign by JAAN. Thus, the aim of this study is to obtain the communication strategy used by JAAN in "Stop Dolphin Circus" to increase public awareness. The primary theory used is Campaign Theory and Laswell Model Communication. The method applied is qualitative descriptive. Further, in depth interview obtained with several internal and external to get primary data research. Afterward, based on the result analysis, JAAN "Stop Dolphin Circus" is not optimal yet. JAAN convey verbal message with persuasive approach through any media including social media and school visit. However, in this campaign, JAAN has obtained proper step by preparing verbal evidence; comparison and endorsement and visual supporting evidence; picture and video documenter. In the communication strategy, JAAN "Stop Dolphin Circus" campaign also used Fear Appeal approach. Nevertheless, the weakness of this

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campaign are no evaluation and structural plan, positioning research and optimal used of social media and more interactive.

Keywords: Communication Strategy, Campaign, Jakarta Animal Aid Network, Stop Dolphin Circus, Awareness.

INTRODUCTION

Jakarta Animal Aid Network (JAAN) is established in February 2008 as Non-Government Organization. JAAN focus on animals' safety as well as animals' rights for their better life. Femke den Haas, Karin Franken and Natalie Stewart are the founders of JAAN which have stayed for a long time in Indonesia. JAAN has role to improve Indonesian society awareness toward animal safety which is considered still less. In addition, it has function to encourage society to provide better treatment for animals through the performed campaign. One of the campaigns that still continue up to now and became attention is "Stop Dolphin Circus" by doing field investigation and collecting the data.

Based on Jakarta Globe site (Jakarta Globe, January 3rd, 2017) the number of dolphins in Indonesia is reducing since 2005 till 2016, especially in Mahakam River which is only 75-80 dolphins left. Previously, the number of dolphins can reach 90 dolphins. Afterward, as stated in Science Learning Hub site, the composition of feeding chain pyramid for aquatic fauna states that almost all aquatic ecosystems, dolphins occupy the top position with shark as the highest predator. Along with the reduced numbers of highest predator, then the stability of food chain will be unstable.

According to the fact, dolphins need a long duration for reproduction and the population of dolphins is on the verge of extinction if it is not immediately sought for a solution (Facts List, 2013). Dolphins are also known as the cleverest of social animal to human (World Animal Foundation, n.d.). However, according to Pramudya Harzani as stated in mongabay.co.id mention that dolphin in Indonesia mostly locked up and prepared for education show (Ervani, 2012).

Public Relation has important role in planning a strategy to achieve organizational purposes, and of them is performing campaign by JAAN. Furthermore, there is a contradiction between Indonesia's

economic potential in the field of maritime affairs and tourism, which is great from the preservation of nature, especially Indonesian fauna. As presented in this section, dolphins are animals that are negatively affected by exploitation carried out by humans. To prevent these negative impacts and to keep preserving dolphins' lives, concrete efforts are needed to awaken the various parties involved. In this case, JAAN as an NGO that has a focus on animal welfare as well as its rights struggle for the betterment of their lives has an interesting role in campaigning for dolphin conservation programs.

Thus, in this case, the researcher will analyze communication strategy used by JAAN in "Stop Dolphin Circus" campaign to increase public awareness on dolphin preservation and stopping dolphin exploitation.

LITERATURE REVIEW

Communication Model
According to Laswell (in Ruslan, 2017, p. 98) the right way to describe communication activity is by answering the question "who? Says what? In what channel? To whom? With what effect?". Laswell explain the analysis process Lasswell describes the analysis of the answer elements of the communication process as communicator, message, medium, audience and effect as illustrated below.
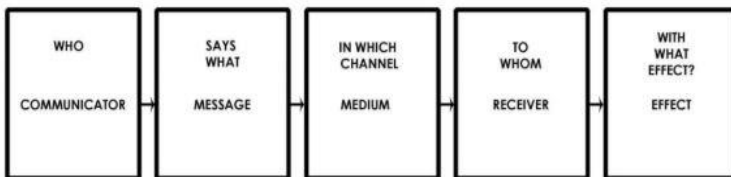

Figure 1. Laswell Communication Model from Ruslan, 2017, p.98

Communication Strategy
Cutlip, Center and Broom (2006,p,353) describe strategy as determination of long-term business goals and objectives that also include efforts to implement and the allocation of resources needed to achieve these goals. Afterward, when the problem and opportunities for public relations are identified, there is a need for a fundamental strategy to overcome the problem and increase the possibility by

making and programming a plan related to what steps should be taken through a campaign (Cutlip, Center and Broom, 2006, p.354).

Cutlip, Center and Broom (2006, p.392-407) add that there are two main components of the program, namely the action strategy component (the main part that is not visible on the surface) and the communication component (the component that supports the action strategy and interprets it, in which there is a basic principle for applying theory into practice, including:

1. Framing
2. Semantic is dealing with importance words in Public Relation as well as language that always changeable and has a lot of meanings.
3. Symbol
4. Obstacles and Stereotype
5. Adding all elements for campaign
6. Spreading message
7. Considered the process

Public Relation Campaign

PR Campaign is a form of public relations activity that aims to provide knowledge, and invites audiences to behave according to what is conveyed in the campaign. Rogers and Storey define campaign as a series of planned communications with the aim of creating certain effects on a large number of audiences to be carried out continuously certain time. (Venus, 2009, p.7).

Public Relations Campaign (PR Campaign) in the narrow sense aims to increase awareness and knowledge of the target audience to grab attention and foster a positive perception of an activity of an institution or organization (corporate activities) in order to create a trust and image both from the community through the delivery of messages intensively with a process of communication and a certain period of time that is sustainable (Ruslan, 2008, p.66).

Public Relations

Marslon (in Ruslan, 1997, p. 5) says that public relation is planned, persuasive communications designed to influence significant public. Therefore, well-structure planning is needed. Besides for campaign an action, program and information, another primary purpose of public

relation is to increase awareness, educate, looking for support and target audience.

In the book Research Methodology for Quantitative and Qualitative Public Relation, Ardianto describes public relation as a practical tool and activities function. As a knowledge, public relation convey several research that evaluate theory (verification), find theory and solve public relation problems, as well as make appropriate programs (Ardianto, 2014, p.91).

Awareness

There are two definitions of awareness according to masked-prime studies and Henley:

"Two different current definitions of awareness are contrasted. One definition, used in recent masked-prime studies, is objective and equates awareness with the ability to make forced-choice decisions above a chance level of performance. The second definition, proposed by Henley (1984), is subjective and simply equates awareness with self-reports indicating that an observer "consciously sees" a stimulus. It is concluded that a better objective measure of awareness is needed to distinguish the subjective states of "seeing" and "notseeing" a stimulus." (Merikle 1984, p.449)

Masked-prime studies define awareness as objective and equate awareness with the ability to make decisions or choices above the possibility performance levels. Meanwhile, Henley (1984) defines awareness as subjective thing and merely equal awareness with self-evaluation which indicates if the observer consciously sees the stimulus. Then, it can be concluded that objective awareness is needed to different subjective from "seen" and "un seen" stimulus. Reinhardt, Mletzko, Sloep and Drachsler (n.d p. 17) cite from Research Network states that awareness is something that keep individual to remind about it without trying actively to search the information.

Based on the definition depicted by experts, it can be concluded that awareness is a process to equal the awareness dealing with something without the individual trying to search in depth about the information.

Social Media

The researcher found that social media is a tool or media by JAAN in doing campaign to capture the attention and provide information to the audience. As states from Cross (2013, p. 3), social media is a term that describes various technologies that used to engage people in collaboration, the exchange of information, and interactivity with Web-based content. Because the internet is always evolving, the technologies and features available are also changing.

Thus, social media can be defined as a term used to describe any kind of technologies that bound individuals in a message under web-basis. Due to the rapid development of internet, hence there are features technology for users that always developed as well. Whereas, based on Brogan statement (2010m, p. 11), social media is a new set of communication and collaboration tools that enable many types of interactions that were previously not available to the common person.

Method

This research use qualitative method to understand individual or even group' perspective dealing with the social or human phenomenon by set up a whole complex description before it is received by society.

In addition, there will be three different perspectives implemented in the campaign "Stop Dolphin Circus" Jakarta Animal Aid Network in increasing the public awareness as medium for collecting data. Moreover, the interviewees chosen based on the determined criteria. These criteria are based on: 1) JAAN perspective who directly involve in campaign; 2) public perspective who know and follow JAAN campaign; 3) Communication expert perspective who have experience and knowledge to compare opinion from other two perspectives, as well as solve the obstacles in the campaign. Then, there are 4 interviewees involve in this research for collecting data.

Collecting Data Technique

In this research, there are two data used namely primary data and secondary data. Primary data is data that is obtained from primary data sources or in this case is interview done by the researcher. Further, secondary data is obtained from second source of the research in which including documents that relate with the research.

Analysis Data Technique

Miles and Huberman model is applied for analysis techniques that will be obtained to bring up the activity of qualitative data analysis interactively and continuously (Miles, Huberman & Saldaña, 2014, p.110)

The model can be seen in the steps below:

1. Data Condensation or data reduction is process in which the research choose, focus, simplify and change the appeared data from note field, interview transcript, document and other empirical materials.
2. Data display is the second step in Miles & Huberman technique model analysis data. Generally, data display is collection of information which have been processed in the previous step that will lead into conclusion and action.
3. Drawing and Verifying Conclusions is process which used to convey the conclusion based on proper analysis step. The last conclusion may not be appeared up to collecting data finish rather it depend on the data obtained by the researcher.

RESULTS AND ANALYSIS

Based on the theory stated along with the data from interview with the Jakarta Animal Aid Network, it can be concluded that the primary purpose of the campaign "Stop Dolphin Circus" is for end up the exploitation of dolphins in Indonesia by educating to increase public awareness and provide practical solution for stopping the dolphin circus.

JAAN states that the target for "Stop Dolphin Circus" campaign is all of Indonesian society and also the teachers in partner with Education Minister to educate the students about traveling circus.

Then, based on interviewee statement, the participants of "Stop Dolphin Circus" campaign is not merely teachers and students, but also the society and communities which has high concern on animals.

Gregory (2010, p.114) explains that the first step in creating message by seeing the perspective from the company. In relation with the Gregory statement and the result of interview, it can be concluded

that from the public perspective of JAAN as well as the result of interview is Non-Governmental Organization which focus on animals' safety in Indonesia.

In the "Stop Dolphin Circus" campaign, JAAN convey message based on age target with effective communication principal. The message that convey by JAAN in "Stop Circus Campaign" is appealing and persuading to end up animal exploitation and give information how to treat the animal for travelling circus.

Furthermore, the campaign "Stop Circus Dolphins" contains a message that educates and motivates that humans are not the only creatures that live on earth so that humans also have to pay attention to other creatures. Meanwhile, in the school area, "Stop Dolphin Circus" have important role in providing information that can increase children awareness on the good and bad things.

Regarding with the interview result with Nadya Christina as society, she said that the message convey about "Stop Dolphin Circus" is appealing and persuading, hence, it can be understand that communication used is persuasive. Nadya Christina states as follows:
"Stop Dolphin Circus" campaign is the first campaign that I currently heard from Indonesia, this campaign try to educate society that dolphin circus is not conservation. In addition, the campaign also proof that it is exploitation on animals in Indonesia." (Nadya Christina, primary data from interview, June 13th, 2018)"

Aya Salvatore also states that there is a school which has communities focus on environment that can help to provide information and socialize "Stop Dolphin Circus" campaign on students who do not know yet about travelling circus.

Aya's opinion on the communication campaign to stop dolphin attraction is "This program is an ongoing program because it has not reached the goal yet. There are no specific revisions, most of the new strategies found are based on new facts. Awareness remains on social media. "(Aya Diandra Salvatore, primary data interview, June 5, 2018).

Several media has been used based on its function for "Stop Dolphin Circus" campaign through video uploaded to Instagram and Facebook, printed media and electronic media. The video uploaded in social media, society watch directly the investigation result on dolphin circus. The selection of Instagram and Facebook are considered to be

effective since most of Indonesian society are the use of Instagram and Facebook.

JAAN is using Fear Appeal in their communication strategy. Fear Appeal used since it is effective to crate fear and worry to the audience. Besides that, JAAN also ask for help to the government and Indonesian President to stop dolphin circus as well as to stop the exploitation on animal especially dolphins. JAAN is also helped by similar organizations as like Ric O'Berry Dolphin Project, Will and Dolphin Conservation Society, Wild Life Foundation Thailand and so forth.

The review on planning, implementing during the program and the achievement of a campaign is held annually. Then, the affectivity is analyzed through input process (research data obtained, facts, and information in field research); output process (compatibility with the message, aim, and media used); and result (results from aim and program affectivity that already achieved).

CONCLUSIONS

The campaign "Stop Dolphin Circus" by JAAN is performed with the advantageous of social media, school visit, and forum discussion that will provide education to shape public awareness. In the process of conveying the message, there is persuasive communication element that tries to persuade the audience to aware on animals' exploitation. The persuasive elements are also put in social media in a form of video. The video is shows result identification from society who is supporting "Stop Dolphin Circus" campaign. The campaign is performed in a form of verbal communication to increase public awareness and provide information on how the traveling circus treats dolphins in a circus, especially when the dolphin is moved to another place using cargo.

In this campaign, JAAN has prepared two kinds of verbal evidence in a form of comparison, endorsement and visual supporting evidence as like photos and videos. Fear Appeal is applied as an approach in which to create fear and worry to the audience. However, in this campaign, there is still no well-structure evaluation including time-scale evaluation.

SUGGESTIONS

It is hoped that the further researcher able to discuss about the effectiveness of Jakarta Animal Aid Network "Stop Dolphin Circus" campaign along with the impact of the campaign.

Further, it is hoped that JAAN can be more attractive for society to participate in the campaign. Therefore, society will be more aware on animal safety in Indonesia. It can be take example to use features that more interactive and communicative by using "ask me questions" or by collaborate with public figure and influencer.

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