DESIGNING A SOCIAL CAMPAIGN IN DIGITAL MEDIA

REGARDING CLIMATE CHANGE

PERANCANGAN KAMPANYE SOSIAL DI MEDIA DIGITAL MENGENAI PERUBAHAN IKLIM

Mohammad Rizky[1], Rizki Yantami Arumsari[2] dan I Gusti Agung Rangga Lawe[3]

S1 Study Program of Visual Communication Design, Faculty of Creative Industries, Telkom University
rizkymohammad@student.telkomuniversity.ac.id[1], rizkiyantami@telkomuniversity.ac.id[2],
agunglawe@telkomuniversity.ac.id[3]

Abstrak: Perubahan iklim merupakan telah menjadi perhatian utama berbagai sektor di tingkat internasional, nasional, regional, bahkan lokal. Terjadinya perubahan iklim dapat menyebabkan curah hujan dan kejadian iklim yang ekstrim, kenaikan suhu udara, kekeringan dan naiknya permukaan air laut yang dapat mempengaruhi banyak sektor di Indonesia. Nanum, tinkat kesadaran dan ilmu masyarakat akan buruknya perubahan iklim masih terbilang rendah. Penggunaan komunikasi publik dapat meningkatkan kesadaran dan partisipasi masyarakat dalam aksi adaptasi dan mitigasi perubahan iklim dapat terwujud dengan berbagai cara, salah satunya dengan melakukan mengakampanyekan kepada masyarakat. Metode penelitian yang akan digunakan adalah kualitatif. Tujuan dari penelitian ini adalah untuk membuat desain dan pesan unik di media digital yang berfokus dalam meningkatkan kesadaran perubahan iklim Indonesia di masa depan. Hasil akhir dari penelitian ini adalah pelaksanaan kampanye media sosial dalam meningkatkan kesadaran dan wawasan mengenai perubahan iklim di Indonesia memunculkan aspek positif mulai dari perubahan gaya hidup masyarakat dan menghasilkan kesadaran yang baik.
Kata Kunci: Kesadaran, Edukasi, Perubahan Iklim, Media Digital, Kampanye Sosial

Abstract: Climate change has become a major concern of various sectors at the international, national, regional, and even local levels. The occurrence of climate change can cause rainfall and extreme climate events, rising air temperatures, droughts and rising sea levels that can affect many sectors in Indonesia. However, the level of public awareness and knowledge of the bad climate change is still relatively low. The use of public communication can increase public awareness and participation in climate change adaptation and mitigation actions can be realized in various ways, one of which is by conducting campaigns to the community. The research method that will be used is qualitative. The purpose of this research is to create a design and unique message in digital media that focuses on raising awareness of Indonesia's future climate change. The end result of this research is that the implementation of social media campaigns in increasing awareness and insight

about climate change in Indonesia raises positive aspects starting from changes in people's lifestyles and produces good awareness.
Keywords: *Awareness, Education, Climate Change, Digital Media, Social Campaign*

1. PRELIMINARY

The issue of climate change has become the main concern of various sectors at the international, regional, national, and even local levels. 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. Basically the cause of global occurrence is human activity, 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 climate change. The climate change issue is also connecting with public awareness, because climate change is come from human activity. This is also in the line with the point of Sustainable Development Goals 2030 in handling 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 its important to prepare the right media or platform on the way for realization of this sustainable development. The use of digital media as an awareness of climate change phenomena can be realized in various way, including distribution of information and campaign.

2. RESEARCH METHODS

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, p. 9). The author uses qualitative methods because the research used mostly refers to facts and phenomena that occur in society.

The theory used is campaign theory, campaign according to Rogers and Storey (Venus, 2018, p. 9), campaign is the planning of communication action to create certain effect to a large audience within a certain time span. The purpose of social campaigns is usually to raise public awareness of the current social problems (Ramlan 2006, 19). Because social campaigns are stated as effective processes and activities for planned communication, it is necessary to have the right strategy to communicate the message to the right audience.

In addition to campaign theory, the author also uses communication theory which is certainly an important thing in the world of marketing. (Andrews & Shimp, 2017) describe the function as follows informing, persuading, reminding, and new product and even well-known product use advertisement.

To strengthen the theory of communication, the author also uses copywriting theory where technical writing is based on creativity to convey messages. According to Jefkins copywriting is the art of writing in creating a persuasive and strong sales message in (Trijanto, 2002, p. 33). They are tasked with making the message to be conveyed packaged in an attractive, easy to understand, impressive and persuasive form (Trijanto, 2002).

Media theory is also used by the author because a campaign must pay attention to the media used, so that the message can reach the audience correctly.

In making social campaign or advertising, in adition to the theories previously mentioned, creative strategy and message strategies are needed. As Moriarty Dikk said that effective advertising is a combination of art in creativity and science in determining the strategy. The Facet Model of Effects is one way to approach creative strategies in conveying messages. The message approach is adjusted to the target audience, and the product or service. To create an effective ad, the Facet Effect Model base on (Wells et al., 2009) has 6 steps: perception, cognitive, affective, persuasion, transformation and behavior.

Furthermore, the author uses the theory of Visual Communication Design, Visual Communication Design is a science that studies the concept of creative communication through various media to convey messages and ideas by using visuals and managing graphic elements in the form of shapes and images of letter collisions as well as color composition and layout (Kusrianto, 2009).

The author also uses the theory of photography, photography itself can be interpreted by writing or painting with light (Karyadi, 2017). Generally, photography is a method to produce a photo of an object that is reflected through light with a camera to refract it so that the light catcher catches fire and produces an image/photo. Philosophically, photography also has many definitions and understandings, whether viewed objectively or subjectively (Aditiawan & Bianca, 2011, p. 9). Basically the purpose and essence of photography is communication.

3. RESULT AND DISCUSSION

The target audience of this social campaign design are teenagers and adults aged 15-25 years old who are located in the Bandung area by targeting people with social status who come from the upper middle class, like to access social media or the internet and have a high level of environmental awareness and concern. low and high consumption levels.

The tagline that was created was "Maintained Habits, Maintained Climate" the purpose of the tagline is to remind the audience that if we have positive habits towards the climate, nature will also give us a positive climate.

Design Result

Based on a method that is supported by data, the following results are obtained:

a. Moodboard

Visuals that are appropriate and have meaning will attract the attention of the audience to see and look for meaning. Inspired by nature giving a simple organic beauty, something that is highly appreciated in busy urban life. The following is a moodboard that will be used to adjust this visual campaign to the target audience.

Picture 1 Moodboard
Source: Mohammad Rizky (2022)

b. Typography

- Cocogoose Pro

Cocogoose Pro

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d f g h i j k l m n o p q r s t u v w x y z

!'";:{}[]\|`~@#$%^&*()_+=<>/*-?

1 2 3 4 5 6 7 8 9 O

This font has a geometric sans serif font character with straight lines, monolinear and circular or square shapes. It has a strong and modern look with rounded corners that isn't too stiff either.

- Lemon Milk

LEMON MILK

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

!'";:{}[]\|`~@#$%^&*()_+=<>/*-?

1 2 3 4 5 6 7 8 9 0

This type of typography has a good level of legibility because of its sharp corners and high thickness. The typography in the sign system is clear, and easy to read from a distance.

c. Color

The colors that will be used are dominantly green and blue. As Marian L. David said (2003) color is one element that can attract attention, change the mood, and can even become an image. Color based on the stimulation of human nature and emotions, the green color symbolizes closeness to nature, peace, security, perception of health and healing and the blue color symbolizes trust, loyalty, responsibility, and feeling protected.

| 3551A4 | 2C8EC4 | FFFFFF | 31CDB0 | 048E39 |
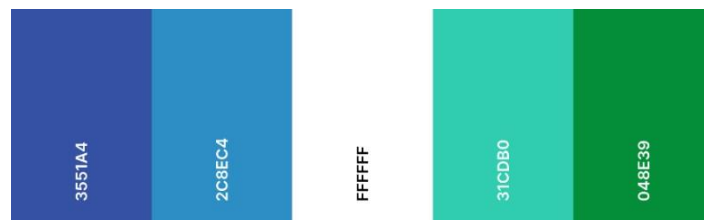
Picture 2 Moodboard
Source: Mohammad Rizky (2022)

d. Media

The first design of the several efforts designed is to spread perceptions. Digital Posters are made with the delivery of where the problems faced today are related to their activity on the climate.
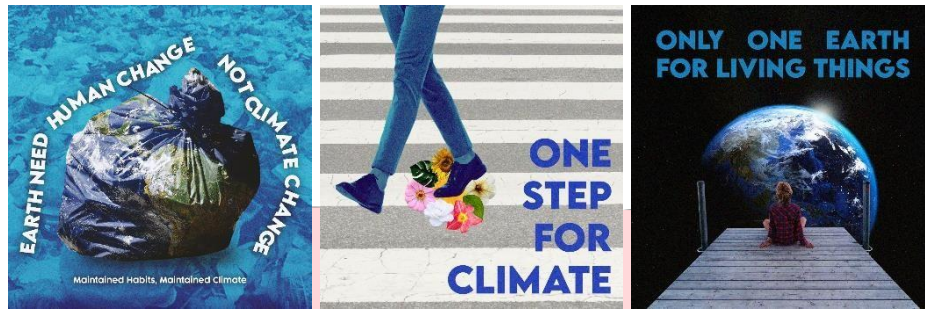
Picture 3 Perception Poster
Source: Mohammad Rizky (2022)

This campaign aslo publis on the website, telling about climate change campaign posters about the problems they are facing and the solutions, which aim to give audience perceptions. The website is used so that this campaign can reach more audiences in various digital media.


Picture 4 Website
Source: Mohammad Rizky (2022)

In cognition and emotion, the information will focus more on the causes and ways of dealing with climate change. The post that will be displayed is in the form of information about what can be the cause of climate change, as well as what we can do to prevent climate change from happening and the audience will be persuaded to participate in the Save Climate Change action.

Picture 5 Instagram Post
Source: Mohammad Rizky (2022)

Videos will be uploaded on YouTube and Instagram containing any activities that can reduce the impact of climate change in daily life.
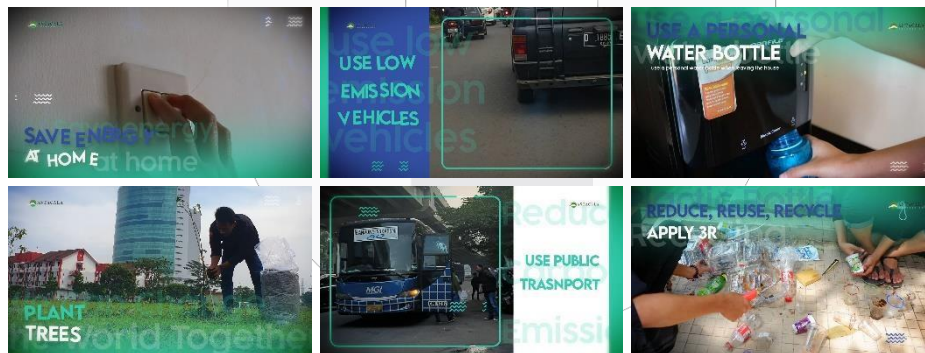
Picture 6 Campaign Video
Source: Mohammad Rizky (2022)

To persuade the audience, twibbon is used to invite the audience to participate in creating stories about what has been done in Climate Protect Action, then using twibbon and uploading it on Instagram, this is also done to spread information about this campaign.

Picture 7 Twibbon
Source: Mohammad Rizky (2022)

Greeting cards are given as a more special and meaningful expression of gratitude as well as a form of appreciation in appreciating the efforts to save climate action.


Picture 8 Digital Greeting Card
Source: Mohammad Rizky (2022)

Merchandise totebags made in connection with climate protect actions. By using a tote bag, the audience can replace single-use plastic which is usually used for shopping or carrying goods. Merchandise is only obtained for audiences who have won a story contest about climate-saving actions that have been carried out.

Picture 9 Totebag
Source: Mohammad Rizky (2022)

Checkbox is a sustainable medium, this media serves to help the audience remember the Climate Portect Action campaign, by filling out the checkbox regularly, it is hoped that the audience will remember what actions can maintain the climate and it is hoped that it can also become a habit in the future.
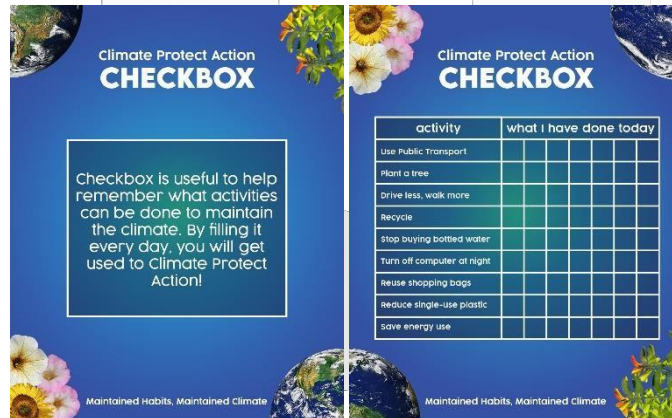
Picture 10 Check Box
Source: Mohammad Rizky (2022)

CONCLUSION

Based on the final project that has been carried out regarding climate change, it can be concluded that the design of this final project is based on existing environmental problems, namely Climate Change, it is known that climate change has a high potential to affect human health and the environment itself, as well as the main factors that cause climate change itself are human activities on the environment. The consequences of climate change do not have an immediate impact at this time but will be felt in the future and people tend to be ignorant and don't really care. The implementation of this campaign implements social campaigns in digital media to the public, this is done to support sustainable development. Based on this problem, designing a social campaign in digital media regarding climate change was made. With the design of this campaign, it is hoped that the target audience will become socialized, be able to implement activities that can maintain the climate and it is hoped that it will also become a habit in the future.

STATEMENT OF AWARD

The author would like to thank Mr. Ilhamsyah, S.Sn., M.DS. and Mrs. Siti Maimunah or Mai Jebing as resource persons who have assisted the author in completing the data and providing the information the author needs.

BIBLIOGRAPHY

Aditiawan, R., & Bianca, F. (2011). Belajar Fotografi Untuk Hobi Dan Bisnis. *Jakarta: Dunia Komputer*.

Andrews, J. C., & Shimp, T. A. (2017). *Advertising, promotion, and other aspects of integrated marketing communications*. Cengage Learning.

Karyadi, B. (2017). Fotografi. *Bogor: NahlMedia*.

Kusrianto, A. (2009). *Pengantar desain komunikasi visual*. Yogyakarta: Andi Offset.

Sandra, M., Mitchell, N., & Wells, W. (2009). *Advertising, Principles & Practice (Eight)*. USA: Pearson Education.

Sugiyono, D. (2013). *Metode penelitian pendidikan pendekatan kuantitatif, kualitatif dan R\&D*. digilib.unigres.ac.id. https://digilib.unigres.ac.id/index.php?p=show_detail%5C&id=43

Trijanto, A. (2002). Copywriting: Seni mengasah kreativitas dan memahami bahasa iklan. *Bandung: Remaja Rosdakarya*.

Venus, A. (2018). *Manajemen kampanye: Panduan teoretis dan praktis dalam mengefektifkan kampanye komunikasi publik.* Simbiosa Rekatama Media.

Walhi. (2021). *Kondisi Lingkungan Hidup di Indonesia di Tengah Isu Pemanasan Global*. Walhi. https://www.walhi.or.id/kondisi-lingkungan- hidup-di-indonesia-di-tengah-isu-pemanasan-global