

PENGARUH APRESIASI ESTETIKA JENIS MAMALIA TERHADAP SIKAP PELESTARIANNYA DI INDONESIA

Zidny Qonita Addini

(21/482924/BI/10872)

Dosen Pembimbing: Dr. Dwi Sendi Priyono, S. Si., M.Si.

INTISARI

Mamalia memegang peran penting dalam menjaga keseimbangan ekosistem, namun populasinya kian terancam oleh hilangnya habitat, perburuan liar, dan rendahnya kesadaran publik. Di Indonesia, spesies endemik seperti gajah Sumatra, harimau Sumatra, dan orangutan menghadapi ancaman serius. Persepsi publik terhadap mamalia tidak hanya ditentukan oleh faktor biologis tetapi juga oleh faktor tidak ilmiah seperti estetika. Penelitian ini bertujuan untuk mengkaji pengaruh apresiasi estetika terhadap preferensi pelestarian mamalia, serta mengidentifikasi peran variabel demografis. Survei daring dilakukan melalui Google Form dengan 1000 informan yang sengaja datang ke lokasi pelestarian dari berbagai wilayah di Indonesia dan 50 informan yang bekerja di tempat pelestarian.. Informan menilai estetika dan prioritas pelestarian terhadap 20 spesies mamalia melalui kuesioner bergambar. Analisis data dilakukan menggunakan perangkat lunak R. Hasil menunjukkan bahwa spesies yang dianggap perlu dilestarikan sering kali tidak sejalan dengan kepentingan pelestarian berdasarkan faktor-faktor ilmiah. Faktor demografis seperti jenis kelamin perempuan, usia muda, dan kepemilikan hewan peliharaan juga berpengaruh terhadap apresiasi estetika dan dukungan pelestarian. Temuan ini menunjukkan pentingnya mempertimbangkan pendekatan tidak ilmiah dalam strategi pelestarian agar lebih efektif.

Kata Kunci: Estetika, Mamalia, Pelestarian, Preferensi Manusia

THE INFLUENCE OF AESTHETIC APPRECIATION OF MAMMAL SPECIES ON ATTITUDES TOWARDS THEIR CONSERVATION IN INDONESIA

Zidny Qonita Addini

(21/482924/BI/10872)

Supervisor: Dr. Dwi Sendi Priyono, S. Si., M.Si.

ABSTRACT

Mammals play a crucial role in maintaining ecosystem balance, yet their populations are increasingly threatened by habitat loss, poaching, and low public awareness. In Indonesia, endemic species such as the Sumatran elephant, Sumatran tiger, and orangutan face serious threats. Public perception of mammals is influenced not only by biological factors but also by non-scientific aspects such as aesthetics. This study aims to examine the influence of aesthetic appreciation on conservation preferences for mammals, as well as to identify the role of demographic variables. An online survey was conducted via Google Forms, involving 1,000 respondents who intentionally visited conservation sites from various regions across Indonesia, and 50 respondents who work at these conservation sites. Participants assessed the aesthetics and conservation priority of 20 mammal species using an illustrated questionnaire. Data analysis was carried out using R software. The results showed that the species perceived as needing conservation often do not align with conservation priorities based on scientific factors. Demographic factors such as being female, younger in age, and owning pets also influenced aesthetic appreciation and support for conservation. These findings highlight the importance of considering non-scientific approaches in conservation strategies to enhance their effectiveness.

Keywords: Aesthetics, Mammals, Conservation, Human Preference, Attitude