

KARAKTERISTIK DAN SIKAP *FOLLOWERS* AKTIF INSTAGRAM YAYASAN HUTAN ALAM DAN LINGKUNGAN ACEH (HAKA) TERHADAP KAMPANYE KONSERVASI GAJAH SUMATRA (*Elephas maximus sumatranus*)

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INTISARI

Salah satu upaya yang dilakukan guna melindungi Gajah Sumatra (*Elephas maximus sumatranus*) adalah kampanye untuk memberikan informasi dan pengetahuan melalui media sosial *Instagram* yang memiliki banyak pengguna aktif di Indonesia. Yayasan HAKA adalah salah satu organisasi yang melakukan upaya konservasi berupa kampanye di media sosial *Instagram*. Tujuan dari penelitian ini untuk mengetahui karakteristik *followers* aktif media sosial *Instagram* Yayasan HAKA dan mengukur sikap yang dibangun *followers* aktif media sosial *Instagram* Yayasan HAKA dengan adanya kampanye Gajah Sumatra (*Elephas maximus sumatranus*).

Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei terhadap *followers* aktif media sosial *Instagram* Yayasan HAKA. Survei dilakukan melalui pengukuran instrumen kuesioner berjumlah 20 pertanyaan yang telah diuji validitas dan reliabilitasnya. Survei dilakukan kepada 106 *followers* aktif yang memberi respon terhadap pesan kampanye berupa tanda suka maupun komentar. Pengambilan data tersebut dilakukan pada pesan kampanye *Instagram* Yayasan HAKA per tanggal 25 September 2018 hingga 25 September 2019. Pengukuran karakteristik dan sikap yang dibangun *followers* aktif dilakukan menggunakan analisis deskriptif kuantitatif dengan mengkategorikan kedalam tiga tingkatan yaitu efektif, cukup efektif, dan tidak efektif.

Hasil pengukuran karakteristik *followers* aktif yakni usia paling banyak berusia 18-24 tahun sebanyak 45%, jenis kelamin sebagian besar laki-laki sebanyak 53%, pendidikan terakhir paling banyak adalah perguruan tinggi/diploma sebanyak 69%, dan sebagian besar merupakan pegawai swasta sebanyak 36%. Pengukuran komponen sikap yakni aspek kognitif sebanyak 85% *followers* aktif memiliki pengetahuan dan pemahaman yang baik, aspek afektif sebanyak 56% *followers* aktif memiliki sikap yang mendukung dan aspek konatif sebanyak 55% *followers* aktif kecenderungan berperilaku yang baik.

Kata kunci: Gajah Sumatra (*Elephas maximus sumatranus*), Yayasan HAKA, *Instagram*, Karakteristik

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THE CHARACTERISTICS AND ATTITUDES OF HAKA FOUNDATION'S ACTIVE FOLLOWERS ON INSTAGRAM TOWARDS SUMATRAN ELEPHANT CONSERVATION CAMPAIGN (*Elephas maximus sumatranus*)

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ABSTRACT

One of the efforts to protect the Sumatran Elephant (*Elephas maximus Sumatranus*) is a campaign to provide information and knowledge through social media that has many active users in Indonesia. The HAKA Foundation is one of the organizations that make conservation efforts in the form of social media campaigns on Instagram. This study aims to know the characteristics and measure the attitude of Instagram active followers of HAKA Foundation with the campaign of Sumatran Elephant (*Elephas maximus Sumatranus*).

The research used a quantitative approach with a survey method on Instagram active followers of HAKA Foundation. The survey was conducted through measuring a questionnaire instrument amounting to 20 questions that have been tested for validity and reliability. The survey was conducted to 106 active followers that gave response to the campaign message in the form of likes or comments. The data retrieval was conducted on the Instagram campaign message of the HAKA Foundation as of September 25th, 2018 to September 25th, 2019. The measurement of characteristics and attitudes built by active followers is done using quantitative descriptive analysis by categorizing into three levels, which is effective, quite effective, and ineffective.

The result of the measurement of active followers characteristic is 45% aged 18-24 years, 53% are males, 69% last educated in college/diploma, and 36% are work as employees. The results of attitude measurement cognitive aspect shows 85% of active followers have a good knowledge and good understanding. In terms of affective aspect, 56% of active followers have a supportive attitude while from conative aspect, 55% of active followers have good behaviour tendency.

Keywords: Sumatran Elephant (*Elephas maximus sumatranus*), HAKA Foundation, Instagram, Characteristics

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