

**PEMANFAATAN MEDIA KESENIAN
DALAM KAMPANYE PENYELAMATAN ORANGUTAN
OLEH COP (Center for Orangutan Protection)**

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INTISARI

Kampanye dalam kegiatan konservasi memegang peranan penting untuk membangun perilaku masyarakat agar dapat turut serta menjaga kelestarian alam. Orangutan sebagai satwa liar endemik Indonesia yang terancam punah serta sebarannya terbatas pada Pulau Sumatra dan Kalimantan menjadikan satwa liar ini sebagai spesies kunci yang harus dijaga dan dilestarikan keberadaannya. Kasus ini menarik perhatian COP (Center for Orangutan Protection) untuk ambil bagian dalam penyelamatan orangutan. Penelitian ini bertujuan untuk mengetahui dan mendeskripsikan pemanfaatan media kesenian dalam kampanye penyelamatan orangutan oleh COP dan mengukur efektivitas dari kegiatan kampanye tersebut.

Penelitian ini menggunakan pendekatan kuantitatif dan kualitatif dengan metode survei terhadap partisipan kegiatan kampanye COP yang memanfaatkan media kesenian serta wawancara dengan pihak COP. Survei dilakukan melalui pengukuran instrumen kuesioner berjumlah 30 pertanyaan yang telah diuji validitas dan reliabilitasnya. Survei dilakukan kepada 333 partisipan kegiatan kampanye baik sebagai pengunjung, pengisi acara, relawan, maupun pembeli *merchandise*. Pengambilan data dilakukan mulai dari bulan Februari 2020 hingga September 2020. Hasil wawancara dianalisis secara deskriptif dan hasil survey dianalisis secara deskriptif kuantitatif dengan mengkategorikan ke dalam lima tingkatan yaitu sangat efektif, efektif, cukup efektif, tidak efektif, dan sangat tidak efektif.

Hasil pengumpulan data deskripsi kegiatan menghasilkan ruang lingkup kesenian menjadi seni murni yang meliputi pameran karya seni, pertunjukan musik, dan pemutaran film, serta *merchandise* sebagai seni terapan. Penguraian komponen sikap yakni aspek kognitif, afektif, dan konatif memiliki hasil positif. Hasil analisis tabulasi sederhana mendapat skor 4,43 yang termasuk dalam kategori sangat efektif.

Kata kunci : *Orangutan, Kampanye, Center for Orangutan Protection, Seni*

THE USE OF ART MEDIA FOR ORANGUTAN CONSERVATION CAMPAIGN BY COP (Center for Orangutan Protection)

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ABSTRACT

Campaigns in conservation activities play an important role in building community behavior so that they can participate in preserving nature. Orangutans as endemic and critically endangered Indonesian wildlife, which are limited to the islands of Sumatra and Kalimantan, make this wildlife a key species that must be preserved and preserved. This case caught the attention of COP (Center for Orangutan Protection) to take part in saving orangutans. This study aims to determine and describe the use of art media in the orangutan rescue campaign by COP and measure the effectiveness of the campaign activities.

This research uses quantitative and qualitative approaches with survey methods for participants in COP campaign activities using art media and interviews with COP parties. The survey was conducted by measuring the questionnaire instrument with a total of 30 questions that had been tested for validity and reliability. The survey was conducted on 333 campaign activity participants as visitors, performers, volunteers, and merchants as buyers. Data were collected from February 2020 to September 2020. The results of the interviews were analyzed descriptively and the survey results were analyzed descriptively quantitatively by categorizing them into five levels, namely very effective, effective, moderately effective, ineffective, and very ineffective.

The results of data collection of activity descriptions resulted in the scope of kesian being turned into pure art which included art exhibitions, music performances, and film screenings, as well as merchandise as applied art. The decomposition of the components of the attitude, namely the cognitive, affective, and conative aspects, has positive results. The results of the simple tabulation analysis got a score of 4.43 which is included in the very effective category.

Keyword : *Orangutan, Campaign, Center for Orangutan Protection, Art*