

Communication Strategy in Coral Reef Conservation Program by the NGO KPPLB to the Belitung Community

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Abstract

Efforts to understand how the communication strategy is implemented must be viewed from various factors that influence the communication process itself. These factors include the communicator, the message, the media used to convey the message, the audience, and the effects that occur after the message is delivered. The researcher is interested in exploring the communication strategy employed by the NGO KPPLB in the coral reef conservation program directed at the coastal community of Belitung Island. This study is a multimedia journalistic analysis that explains how the elements of communication—communicator, message, media, audience, and effects—interrelate to create an effective communication process. The method used in this research is qualitative with a descriptive approach. Data collection techniques include observation, in-depth interviews, and document analysis, with data validity ensured through source triangulation. The communicator, message, media, audience, and effects are interconnected to create an effective communication process. The research findings reveal that psychological proximity is an important factor in attracting the audience to accept a message. The message about economic change and alternative livelihoods encourages fishermen to participate in this coral reef conservation program.

Keywords: Communication Effect; Communication Strategy; Coral Reef Conservation

INTRODUCTION

There are several meanings of communication according to experts. West and Turner (2008, p.5) state that communication is a process of delivering a message from one person to another through certain media so that the message can be received well. The effectiveness of communication is important because the goals of the communication process can be achieved if the communication is effective. Suranto (2005) explains that the effectiveness of communication refers to how the recipient acts according to the meaning of the message conveyed by the sender. Therefore, the effectiveness of communication can determine the success of a communication process and, of course, the success of an activity or program being carried out. When communication is ineffective and the message is not delivered well, the goals of the program may not be accomplished.

In a communication process, there are various elements that need to be considered. These include the sender of the message, the message itself, the channel used to convey the

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message, the recipient of the message, and the effects of the message. Lasswell states that communication essentially describes who says what, in which channel, to whom, and with what effect (Uchjana, 2006). The effectiveness of communication is also influenced by the communication channel, which determines how efficiently the communication process runs. The Belitung Environmental Care Group (KPLB), a non-governmental organization focused on environmental issues in the Belitung area, intentionally selects the communication channels they use to invite the community to participate in their environmental conservation programs (ASTACALA (Telkom University Nature Lovers Association), 2010).

One of the environmental conservation programs carried out by this NGO is the Coral Reef Conservation program. According to Dahuri (1999:69), the benefits of coral reef ecosystems can be divided into two categories: direct and indirect benefits. The direct benefits of coral reefs are those that can be enjoyed by humans, such as utilizing fish resources, coral, and other marine life, as well as for research activities. Indirect benefits refer to the ecological and economic functions of coral reefs, such as acting as a barrier against coastal erosion and supporting the sustainability of associated resources and ecosystems. Therefore, in this program, KPLB has engaged the Belitung community, particularly the coastal population who primarily earn their livelihoods as fishermen, to help protect the coral reefs. KPLB continuously encourages the community to manage and utilize marine resources while ensuring that the coral reef ecosystem remains intact. After identifying the issues at hand, KPLB then developed a strategic plan to address these conditions. To implement this strategy, KPLB established a cooperative network with various parties, including the community as key partners, Telapak Indonesia, Yayasan Bahtera Lestari Bali, the Florida Fish and Wildlife Conservation Commission, and EASTI.

This program is implemented through several stages. The first stage involves socialization, community organization, and strengthening of organizations. In this initial stage, socialization is carried out continuously, both formally through official meetings attended by all stakeholders from the community, village, sub-district, and district, and informally through everyday conversations. The next stage includes training for the development of environmentally friendly fishing gear, best practices for fishing, and proper fish care from capture to delivery. This program lasts for three months, featuring three trainers specifically brought in to teach the community how to create eco-friendly ornamental fish-catching tools and how to properly handle fish from capture to shipping. The training concept is designed in a "Learning by Doing" format, where fishermen are directly trained on how to make fishing

gear, catch fish, and care for them. During this program, fishing equipment created by the trainees themselves has also been distributed. At each stage of the conservation program, communication is facilitated through discussions and training sessions. Additional communication media, such as posters, banners, and the production of a film, are used as campaign tools for the program. In this research, the author aims to assess the effectiveness of communication as a support measure to evaluate the success of the program. In a communication process, one important element is feedback. Feedback is the response to a message conveyed from a communicator to the recipient. According to West and Turner (2008, p.13), feedback also helps communicators determine whether their message has been received and to what extent meaning has been achieved. Therefore, feedback serves as a benchmark for a communication process. Consequently, the choice of communication channels used to engage the community in the program is an essential consideration. This choice is related to the type of feedback desired by the NGO. This research utilizes the concept of communication within communities and the effects of communication. Communication can be defined as a process of delivering a message from one person to another through specific media so that the message can be received effectively. It can also be understood as the interaction and contact between individuals and groups. In everyday life, communication is an inseparable part. According to West and Turner (2008), communication is a social process in which individuals use symbols to create and interpret meaning in their environment. This social process is built upon various factors, including social context, processes, meanings, and the environment.

According to Stuart (1988), all planned communication events have a purpose, which is to influence the audience or recipient. Influence or effect refers to the difference in what the recipient thinks, feels, and does before and after receiving the message. Cangara (2007, p.165) further explains that influence is a crucial element in communication for determining whether the desired communication has been successful. There are many models to identify indicators that can explain the effects or outcomes of a communication process. Among these, the AIDA model (Attention, Interest, Desire, and Action), the Hierarchy of Effects model, and the Diffusion of Innovations model are quite popular. To support the effectiveness of communication, the characteristics of various media must be understood on table 1. In this research, the researcher distinguishes between the characteristics of mass communication and those of direct communication. According to Ardianto and Erdinaya (2007, p.7), mass communication has its own unique characteristics that set it apart from other forms of

communication. These differences include the components and processes involved in the communication. Cangara (2007, p.151) categorizes the advantages and disadvantages of each medium based on their characteristics on table 2.

Aspect	Model		
	AIDA	Hierarchy of Effect	Diffusion of Innovations
Cognitive	Attention	Awareness Knowledge	Knowledge
Affective	Interest Desire	Liking Preference Conviction	Persuasion Decision
Conative	Action	Purchase	Implementation Confirmation

Table 1. Communication Effects Model
Source: Sasa Djuarsa Sendjaja, dkk. (1993, p.46)

Characteristics	Direct Communication	Mass Communication
Received by	All Sence	Eyes and Ears
Feedback	Immediate	Indirect
Code	Written, Oral, and Gestures	Written, Oral
Message Flow	Two-Way	One-Way
Effect	High in Attitude, Low in Cognitive	Low in Attitude, High in Cognitive
Speed	Fast and Limited	Fast and Wide-Reaching
Audience	Individuals and Groups	Unlimited Audience
Media Message Content	Limited to Specific Locations	Various, such as Television, Radio, Newspapers

Table 2. Characteristics of Communication Media
Source: Hafied Cangara (2007, p.151)

METHOD

This research uses a descriptive qualitative approach with a focus on communication strategies in the coral reef conservation program. The author aims to explain the communication strategies employed by KPLB, as reflected in the impact on the Belitung community regarding the coral reef program through various elements of the communication process. It begins with the communicator, which is the NGO KPLB, evaluated in terms of their credibility and attractiveness. Next, the researcher examines how they craft the messages being conveyed. Following the messages, the study looks at the channels used by KPLB, whether direct communication or mass media. The next element of communication is the recipient, which includes the fishermen of Keciput Village, Tanjung Kelayang. The researcher conducted interviews with parties involved in the coral reef conservation program. The first interview was with the chairman of KPLB, Mr. Budi Setiawan (35), who acts as the communicator or message deliverer in this communication process. KPLB also serves as the

responsible party for the coral reef conservation program. Subsequent interviews were conducted with fishermen. The researcher interviewed two fishermen involved in the program. The first fisherman is Mr. Bambang (43), who is the chairman of the Tanjung Kelayang tourist fishermen association. The second fisherman is Mr. Salam (41), who is the leader of the Keciput fishermen group. To ensure the validity of the data, the researcher employed several methods, including data triangulation, which will demonstrate the validity and credibility of the research data. Below is the triangulation of data sources:

Interviews	Document	Observations
Discussion and information sharing through film media and pamphlets attract the community's attention	The discussion stages with the fishermen and the formation of groups attract the community's attention	The fishermen who serve as tour guides share how they pay attention to coral reef conservation
Attitude changes occur when they gain economic benefits from this program	Training on catching and handling ornamental fish as an alternative livelihood for the community creates affective effects on them	The benefits of being eco-tourist fishermen or ornamental fish fishermen have changed their attitudes
Their actions to protect and participate in coral reef conservation activities are actions they have undertaken	Fishermen are involved and become an important part of National Coral Day on April 30, 2011	In their daily lives, fishermen no longer use explosives or carelessly discard anchors

Table 3. Data Source Triangulation

Source: Research Findings

RESULTS AND DISCUSSION

In-depth interviews are one way of collecting data in this research. Interviews were conducted to parties related to this coral reef conservation program. The first interview was conducted with the head of the KPLB NGO, Mr. Budi Setiawan (35), as the communicator or messenger in the communication process. KPLB also acts as the person in charge of this coral reef conservation program. The next interview was conducted to the fishermen. Researchers interviewed two fishermen who were included in this program. The first fisherman is Mr. Bambang (43) who is the head of the Tanjung Kelayang tourist fishermen association. The second fisherman is Mr. Salam (41) who is the head of the Keciput fishermen group.

In this study, the researcher wants to see the effectiveness of communication carried out by the KPLB NGO towards the Belitung community. In accordance with these objectives, to see the effectiveness of the communication process, the researcher will first look at the effects of the communication process. Researchers see the effects that occur in terms of attention (cognitive), interest and desire (affective), and action (conative). After these three communication effects are discussed, then the researcher can answer the effectiveness of the communication process.

1. Cognitive Effects of Coral Reef Conservation Program

Cognitive effect is an effect that is seen from within an individual. Attention, is what is seen from this cognitive effect. In this study, the attention that occurs in the fishermen is what is seen because they are the target of this program. From the observations made by researchers, the attention of fishermen to the importance of coral reefs is clearly visible. The community's attention to the importance of coral reefs, coupled with their knowledge they also share and tell their own guests

"Regarding the conservation of coral reefs, first we protect our environment and obviously the habitat for fish to take refuge from any aspect. From the ferocity of humans who have been less environmentally friendly."

The quote from the interview with Salam shows that fishermen are already concerned with coral reef conservation. Bambang, who is also a fisherman, said,

"The community is instant, using bombs, using potash, all kinds. Now we are taught to be environmentally friendly and it is a future prospect if such ornamental fish or corals will be beautiful, the community can invite guests from outside the island of Belitung".

The attention that arises and is seen from the fishermen is the result of communication and interaction carried out by KPLB to them. Indirectly when they already know and it is a result of the communication process, it means that the primary effect has occurred. According to Nurudin (2009, p. 207), in simple terms, that the primary effect occurs if someone says there has been a communication process towards the object he sees. Attention and knowledge were obtained by conducting discussions with the community and also to get the background of the problem of coral reef damage in accordance with the program progress report document and KPLB program socialization. The initial stage carried out by KPLB to increase and strengthen the attention of fishermen with communicator pull data, based on the program progress report document is to conduct discussions with fishermen and involve three consultants consisting of senior scientists who are very experienced, namely DR. Peter Rubec from the Florida Fish & Wildlife Conservation Commission, Fedrinand da Cruz, and Arsonetri from Telapak Association or Bahtera Nusantara Foundation Bali. This discussion stage is to provide knowledge to the community with the credibility of communicators who are experts in their respective fields.

The concept of discussion that involves the community and makes the community part of this program is very helpful so as to create attachment and closeness between KPLB and fishermen. According to the head of the KPLB NGO, Budi Setiawan during an interview conducted with researchers, the attention and awareness of the community not to damage

coral reefs is not because they do not understand but there are other factors, namely economic factors. Therefore, in the message delivered to the community, KPLB includes the economic benefits that the community will get later. At that time Budi also explained that they also had to know the condition of the community at that time so that the message about conservation could be conveyed effectively to the community. Therefore, KPLB increased the knowledge of the community to continue to earn income but not by destroying corals. In the KPLB report document there is a sustainable fishing phase through fishing gear reform, training in the manufacture and use of alternative fishing methods. This stage provides alternative livelihoods for fishermen by finding coral ornamental fish for sale and providing environmentally friendly fishing methods. Campaign media such as movies are also very useful to attract public attention and increase the knowledge of fishermen. The characteristics of communicants whose average level of education is low cause movie media to be very suitable to attract their attention. Greetings stated,

"By screening a movie about coral reefs yesterday. How to protect them. That's how we can understand a little bit."

The fisherman explained that through movie media, people will be more interested and the message can be conveyed through this media.

2. Affective Effects of Coral Reef Conservation Program

a. Interest

After the attention paid by the fishermen, of course, the fishermen will determine their attitude towards the coral reef conservation message they have received. Interest, which is the initial attitude of fishermen seen by researchers, is that now they are trying to protect coral reefs and their environment according to the awareness and knowledge they have.

"Before the community itself changed a little. In terms of them taking care of their own coral, especially now that tourism is promoted..."

From the interview with Salam, the community's changing interest in protecting the reef proves that affective effects occur. Affective effects are effects that occur in a person's attitudes and emotions. Interest and desire are indicators of these affective effects occurring.

In this conservation program, according to KPLB chairman Budi Setiawan,

"Well, I think the group has done it, because now they are the ones talking about conservation. When we were invited to a meeting here during Coral Day. When they came we didn't ask".

When Belitung became the center of Coral Day commemoration in Indonesia on April 30, 2011, these fishermen were very enthusiastic to be part of the event. In an excerpt from Belitung's Coral Day proposal, themed "Save Coral ... Save The Island", NGOs, local fishermen

groups, local government, the private sector, diving associations and the general public joined the movement to save Belitung (SOS Belitung).



Pictures 1. Logo of Coral Day Belitung

Source: Website

b. Desire

The existing desire of the fishermen cannot be separated from how KPLB conducts training and discussions to convince them. According to Salam in an interview with the researcher,

"There was training from KLPB itself, before the community itself changed a little bit. In terms of them protecting their own coral..."

From the interview excerpt, the desire of the community to choose to keep their reef is a very good attitude change, and certainly proves the affective effect has occurred. In line with Salam's brother, Bambang, who is also a fisherman, said

"Now we are taught to be environmentally friendly and it is a prospect that in the future, like ornamental fish or corals, it will be beautiful."

The attitude of the fishermen who accept and already think about the future, it is a choice from them for how to continue their lives. In the observations made by researchers, their desire arises when they can get economic certainty. In one day they become fishermen who drive boats and take tourists, they can get a minimum of Rp. 300,000.00. The economic encouragement factor conveyed to the community became their personal motivation. This also shows that the desire is related to individual factors determining attitudes. Their choice is also related to the recognition and encouragement from the government as said by Budi,

"The regent signed the Marine Protected Area (MPA) letter legally. The governor laid the first stone, was present at the first hatchling release, invited ministers of all kinds."

KPLB, which collaborates with the government, also encourages the confidence of fishermen to determine a positive attitude in this program.



Pictures 2. Signing of CTF Letter by Belitung Regent
Source: Researcher Documents

3. Conative Effect of Coral Reef Conservation Program

After the change in attention and attitude of the fishermen, now the researcher will see changes in the behavior of the fishermen. Behavior change is a conative effect of a communication process. According to Cangara (2007: 166) what is meant by behavior change is a change that occurs in the form of action. Behavior change is a secondary effect that occurs after recognition of the occurrence of the communication process included in the primary effect. Therefore, to get and see the changes in behavior that occur, of course, the connection will not be separated from changes in attention and attitudes that were first done by fishermen. In the progress report of the program on May 16, 2009, 3 (three) shipments of ornamental fish with a total of 1800 fish have been carried out. All of these ornamental fish were caught by fishermen, which of course included in the stage of community awareness of the importance of coral reefs because the ecosystem that can provide economic support closest to the coral reef ecosystem is coral ornamental fish. Such messages encourage fishermen to change their behavior. This is in line with the researcher's findings in the field that in their daily lives, fishermen no longer use fish bombs to catch fish. Fishermen who choose to become tour guide fishermen are also very friendly in protecting the environment. According to Bambang, this changed behavior pattern is,

"People are instant, using bombs, potash, all kinds of things. Now we are taught to be environmentally friendly and the prospects for the future, such as ornamental fish or corals, will be beautiful."

When fishermen themselves say that there is a guarantee of livelihood continuity, as expressed by the informant, Budi said,

"This means that there is a change in behavior. There is a trash can on the boat, they can already tell you that cigarette butts are destroyed for so many years, plastic for so many years. Then from the indirect labor such as boat drivers, divers, there are now many dive guides whose selling point is the beauty of coral, the beauty of underwater fish."

The strong closeness between the communicator and the communicant demonstrates the trust of the fishermen and explains the credibility and attractiveness of KPLB itself as a communicator. According to the researcher, this is one of the keys to behavior change.

"The psychology of communication must be strong, see what they like, go through that. So we don't create a weird phase first. The third thing is for them to make sacrifices, for them to need us, not for us to need them"

The interview quote with Budi was also reinforced by Salam as a fisherman when he said,

"For the fact that we act from our behavior, so far we have become fishermen who are coral reef farmers. Now maybe the training from KPLB is for the community to know themselves more about the environment, and also communication, which has been a problem. Yes, I myself am a member of the community, and as a member of the general public, many thanks".

The expression of gratitude and recognition that they have become coral reef farmer fishermen have explained that the closeness of them makes the purpose of this program achieved and the conative effect to get effective communication occurs. To more clearly see the conative effects that have occurred in this coral reef conservation program, in the Coral Day Belitung event, fishermen participated in symbolic actions and joined 100 divers who planted coral reefs and made coral gardens in Belitung waters. According to Budi, the community has also been able to organize themselves, create groups, make work programs and do it in terms of protecting coral reefs and their environment.

Discussion

The need for effective communication is to support the objectives of the program. In order to get the attention of the community which is a cognitive effect, the message conveyed must be well received by the communicator. KPLB, which collaborates with other large NGOs such as Telapak and Kehati as communicators, provides a complete message. The media film they made, in which they showed the capture and delivery of coral reef ornamental fish, provided alternative livelihoods to these fishermen and attracted their attention. KPLB tries to communicate and interact with communicants because the response or effect is a very important element of communication to determine the success or failure of the communication we want. Effects help communicators to know whether their message has been conveyed or to what extent the achievement of meaning has occurred. Therefore, the communication effects that have occurred become a benchmark for KPLB to see the effectiveness of the communication they have done. KPLB who is the communicator in this program shows their credibility.

In their communication, they involve experts in the field of coral reefs so that trust and attraction to KPLB can change public interest. The trust of the community can be seen when their interest in getting involved in the Coral Day Belitung event. When people get economic benefits from the messages conveyed by KPLB, the motivation from the community also strengthens their desire to carry out the objectives of this coral reef conservation program. Changes in community behavior to take action to protect coral reefs occur because KPLB, in its communication process, combines direct communication with mass communication, because each of these models has different characteristics. Communication channels determine the effectiveness of a communication process.

In terms of communication, KPLB combines direct communication, namely training and discussion, with mass communication, namely pamphlets, flyers and movies. Direct communication is used because changes in attitudes and behavior will occur better with this communication. This is because the effect of attitude change is higher because the message flow is two-way and feedback can be received immediately. Their actions to protect coral reefs can be seen when they change their professions to become tour guide fishermen or coral reef fishermen. The concept of training and discussion which is direct communication, in this program is also supported by mass communication. Mass communication used by KPLB, namely pamphlets, banners and films containing information about the program, is useful for disseminating information widely and providing cognitive effects or attention to communicants. Mass communication is used to disseminate information widely, so that the message conveyed gets the attention of the community. The combination of media used by KPLB is to get effective communication. With training that provides more attitude change and is supported by mass media pamphlets and banners, which provide information, making the messages conveyed provide changes that start from knowledge, attitudes and then the actions of communicants. This is because the media works in different ways for different segments of society. Therefore, the selection of this media is also related to the character of the communicant, which in this program is the Tanjung Kelayang fishing community.

CONCLUSION

The communication strategy implemented can be observed when all elements of the communication process are functioning. Each element determines whether the communication is effective or not. In the communication process occurring within the coral reef conservation program, the research on communication strategies is related to the

program's goal of creating sustainable management of coral reef ecosystems to rehabilitate, protect, and manage marine resources, thereby improving community welfare and reducing poverty in Belitung Island, particularly in Keciput Village and Kepayang Island, Sijuk District, Belitung Regency. According to this research, effective communication occurs when cognitive, affective, and conative effects are evident in the community. The cognitive effect takes place when the community pays attention to KPLB as the communicator. Community attitudes and actions are influenced by their trust in the credibility and appeal of KPLB in conveying the coral reef conservation message. The form of the message, which combines information, education, and alternative livelihoods, generates interest and desire, making the community confident and eager to participate in the program. The media used, whether through direct communication or mass communication, initiated by the closeness between the communicator and the recipient, allows the characteristics of the recipients and the media to become factors in changing community behavior. The community's attention to coral reef conservation will encourage changes in interest and desire among fishermen to participate in saving the reefs. This attitude change is, of course, accompanied by a behavioral shift from initially damaging the reefs to actively protecting their environment and livelihoods. Eventually, the coastal community, particularly the fishermen, can form groups and create work programs on how to preserve their reefs and sea as their means of survival.

This research also includes recommendations. The researcher hopes to enhance community attention and trust in KPLB. In future programs, they should involve government and other private sectors more to support the subsequent conservation initiatives. The effective communication that has been established in the current coral reef conservation program should continue in future interactions among KPLB, fishermen, the government, the private sector, and all other parties involved in this conservation program. The researcher recommends that KPLB continue to conduct training and discussions with the community, while also optimizing mass communication tools such as banners, films, and pamphlets to support the program.

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