



SUMATRAN ORANGUTAN SOCIETY-ORANGUTAN INFORMATION CENTRE (SOS-OIC)

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Environmental Awareness Campaign

“Losing Tomorrow” Road Show

1. Introduction

The Sumatran Orangutan Society-Orangutan Information Centre (SOS-OIC) implemented an environmental awareness campaign road show using the conservation documentary “Losing Tomorrow” as part of its education division programme in North Sumatra, Indonesia. The form of the activity is one of grassroots in that the SOS-OIC provided material on environmental education, held focus groups discussions and distributed questionnaires to receive feedback on the conservation film “losing tomorrow”. In addition the SOS-OIC hoped that with using these certain types of materials (visual aids and focus group discussions) it would prove interesting for the people thus increasing their awareness on the current situation of the Indonesian environment particularly within their own cities and regions.

This activity was run in conjunction with four other institutes, namely the Great Ape Film Initiative (GAFI), the Department of Education and Teaching of Deli Serdang Regent (Dinas Pendidikan dan Pengajaran), Natural Resource Conservation Body (Balai Konservasi Sumber Daya Alam/BKSDA) of the North Sumatra Province (SUMUT 1), and Environmental Communication Forum of Indonesia (Forum Komunikasi Lingkungan Hidup Indonesia/FKLI).

2. Activity

a. Time, Place and Participants

The environmental awareness campaign road show was held in several places from the 6th September -16th September 2005. A total number of participants were 838 attendants. The time and place of activity, category of participants and number of participants are as follows:

- | | | |
|-------------------------|---|---|
| a1 Time | : | Tuesday, 06 September (09.00-11.00) |
| Place | : | Vocational High School (SMK Par.) Pencawan Medan |
| Category of Participant | : | Students |
| Number of Participant | : | 40 students |
| a2 Time | : | Wednesday, 07 September (09.00-15.00) |
| Place | : | Utility Room of State University of Medan (UNIMED) |
| Category of Participant | : | Lecturers and University Students |
| Number of Participant | : | 242 attendants |
| a3 Time | : | Thursday, 08 September 2005 (09.00-16.00) |
| Place | : | Utility Room of Department of Education and Teaching of Deli Serdang Regent |
| Category of Participant | : | Teachers, Principles, Officers of the Department |
| Number of Participant | : | 122 attendants |

- a4 Time : Friday, 09 September 2005 (10.00-16.00)
 Place : Classroom of State Junior High School (SMPN) 1 Deli Tua
 Category of Participant : Students, Teachers, Principle and Staff of Dept. Education and Teaching of Deli Tua, Regency of Deli Serdang
 Number of Participant : 133 attendants
- a5 Time : Monday 12 September 2005 (10.00-16.00)
 Place : Classroom of State Senior High School (SMAN) 1 Sibolangit
 Category of Participant : Students, Teachers, Principle and Staff of Dept. Education and Teaching of Sibolangit, Regency of Deli Serdang
 Number of Participant : 61 attendants
- a6 Time : Wednesday, 14 September 2005 (10.00-12.00)
 Place : Classroom of Faculty of Forestry of Univ. North Sumatra
 Category of Participant : Students, Lecturers, Local NGOs
 Number of Participant : 173 attendants
- a7 Time : Thursday, 15 September 2005 (10.00-12.00)
 Place : Classroom of State High School (SMPN) 7 Medan
 Category of Participant : Students, Teachers and Principle
 Number of Participant : 45 attendants
- a8 Time : Friday, 16 September 2005 (14.00-16.00)
 Place : Utility Room of Bapedalda Office (environmental assessment agency) North Sumatra, Medan
 Category of Participant : Office Staff of Bapedalda North Sumatra, local NGOs
 Number of Participant : 22 attendants

Total Number of Participants : 838 attendants

b. Form of Activity

In this program, the activities implemented are as follows:

1. Environmental Movie Show
 - Title of Main Film : The Losing Tomorrow
 - Title of Additional Films : Turtle World, Adung Sahabatku.
2. Interactive Discussion using focus groups
3. Distribution of Questionnaire
4. Submission of tree and fruit seeds and distribution of another campaign media (posters, stickers, postcards)
5. Videotaping participants about their expectation to the President of Republic of Indonesia.

3. Results

a. Opinions and Suggestions taken from focus group discussions

The following are summarized suggestions that came out of the focus group discussions over the period of the road show:

- 1) Distribution of information through showing the film “losing tomorrow” with focus group discussions as one form of effective and communicative media to environmental campaign. The methodology of using visual aids is one that allows easy digestibility by all participants regarding conservation plights.
- 2) Nature conservation is crucial. However, morality on conservation is more urgent. When nature and moral conservation run hand in hand, sustainability of the environment would happen.
- 3) Government is urged to seriously respond on the degradation of biodiversity, for example orangutans, tigers, elephants, and other fauna alike, as they contribute to richness of the country.
- 4) Government is asked to make a better and stronger implemented policy/regulation on the violation and destruction of the environment.
- 5) Government is also asked to enforce the policy and compensate those who violate the rules without exception.
- 6) Executive and Legislative Body as policy makers is expected to revise the policies which ruin the environment.
- 7) It is essential to have an integrated and sustainable environmental education for the educational world of the nation; addressed to all level of society, especially to students. This idea is based on the experience we experienced in the Road Show that a lot of students are lacking knowledge on the biodiversity of the nature. For example: a lot of students in Medan and Deli Serdang did not know about certain plant and animal which are the mascot of Province of North Sumatra, for example, Bird Beo Nias (*Gracula religiosa*) and Flower kenanga (*Cananga odorata*).
- 8) Condition of Forest area in Tiga Juhar, Deli Serdang, needs to have special attention regarding their degraded state. The community suspects there are illegal logging activities running in that area.
- 9) The communities indicate that they expect that every integrated parts of the community, including the government, improve and/or establish a sustainable environment in their area. For example, implementations of nursery and replanting programmes such as distribution of seedlings, intensive information on environmental issue, and other constructive activities.

b. Indicators on Successes of the Activity

To record the success of the environmental awareness campaign road show questionnaires were distributed to the participants. This questionnaire was divided into three main parts thus having three different assessments

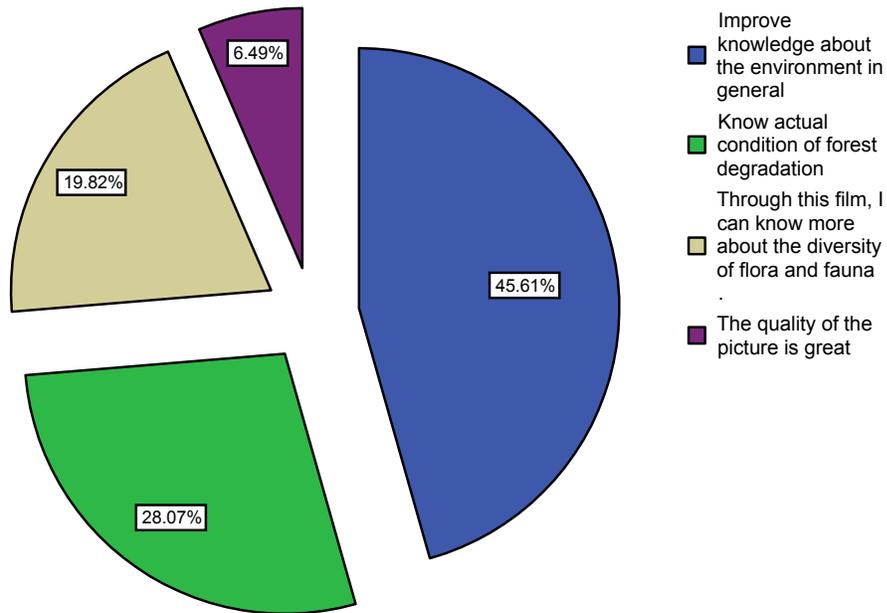
- Part A was directly mainly about the film
- Part B was about the environment and animals displayed in the film
- Part C was about conservation in general

Below is the analysis of the questionnaire in general:

Part A. About the Film

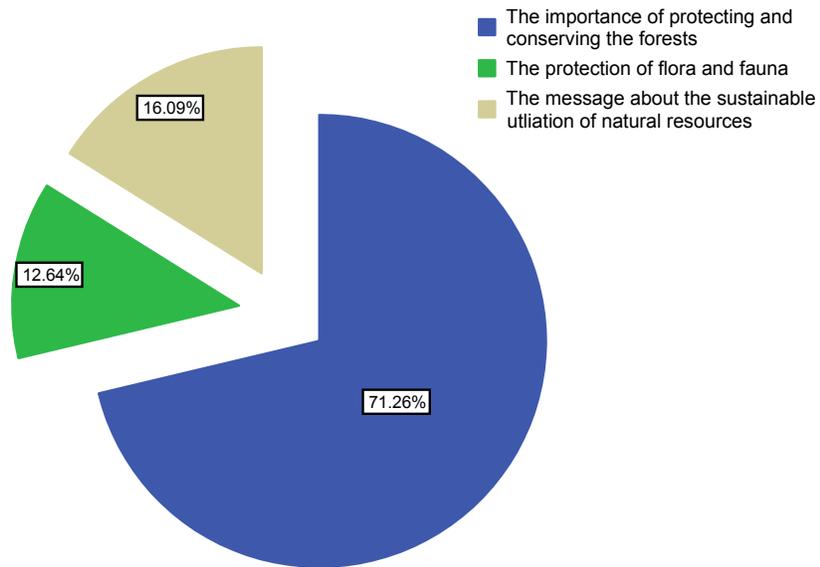
1. Generally participants liked the film (98.82%) with only 1.18% stating they did not. Of the respondents that enjoyed the film, several reasons were presented. In general, the main reason given by the respondents for liking the film was that they could improve their environmental knowledge, they could also see the current condition of the Indonesian forest, observe the biodiversity of plant and animal living in the forest, and that the quality of the film was good enough for all to be seen.

Chart 1. Why did you like the film?



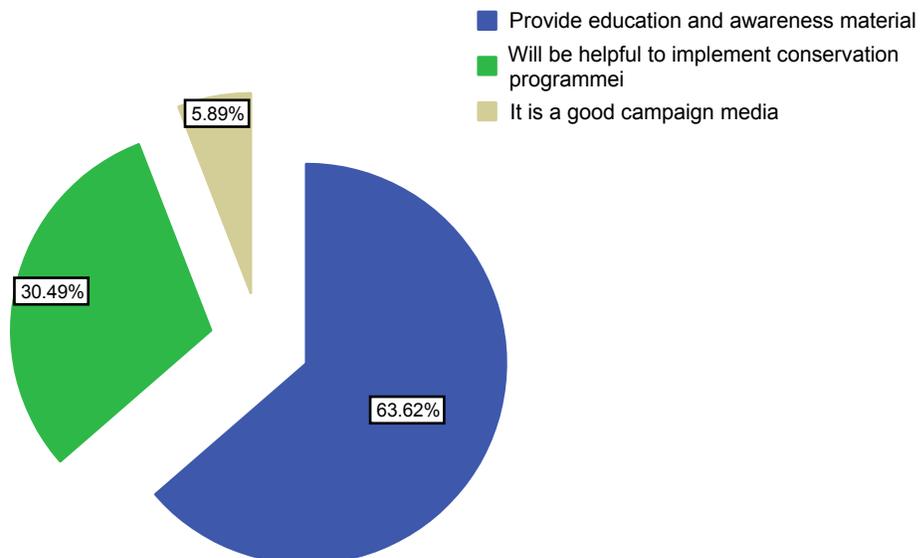
2. For those who said that they did not like the film (1.18%), 75% said it was because the film was too long with a further 25% saying that the film was boring.
3. By watching the film “Losing Tomorrow”, 94.79% thought that the film had a clear conservation message whilst 5.21% said that it did not. From the 94.79% respondents, the messages they perceived from the film can be seen in Chart 2

Chart 2. Conservation message perceived by the respondents to the film



4. When asked if this type of media helps with conservation, 96.91% of the respondents said that it would and 3.09% said that it would not. From the 96.91%, the reason why this activity is a good methods to use within a conservation program, is as follows in Chart 3

Chart 3. Activity message

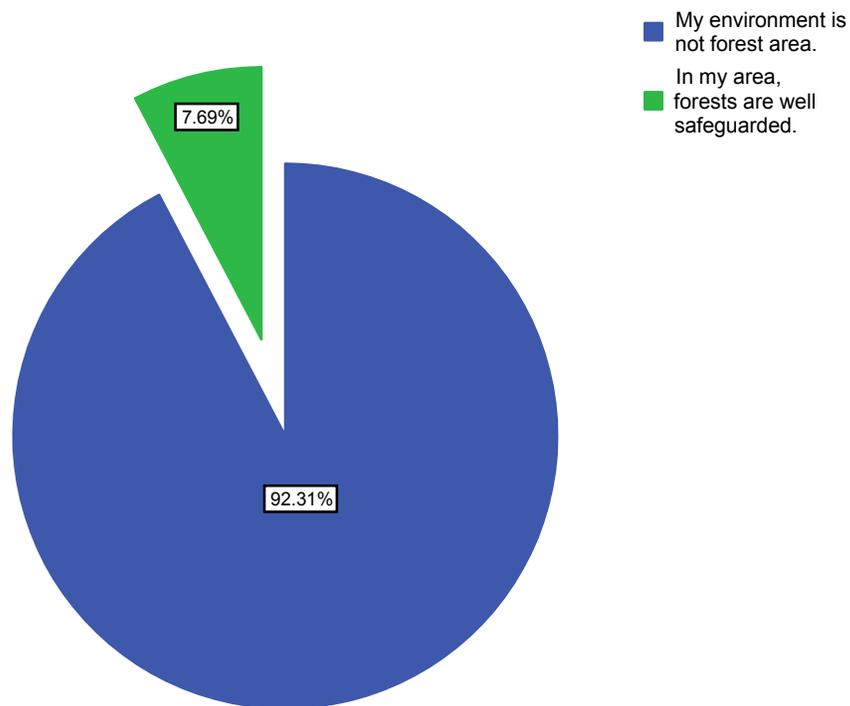


5. To see whether or not the film would be understood at all levels of society, we indicated such a question in the questionnaire. From the analysis of the question, 82.77% respondents said that the film is understandable enough to be digested by all levels of society. The remainder 17.23% said that the film would not be understood by all levels of society.

Part B. About the Environment and Animals Displayed in the Film

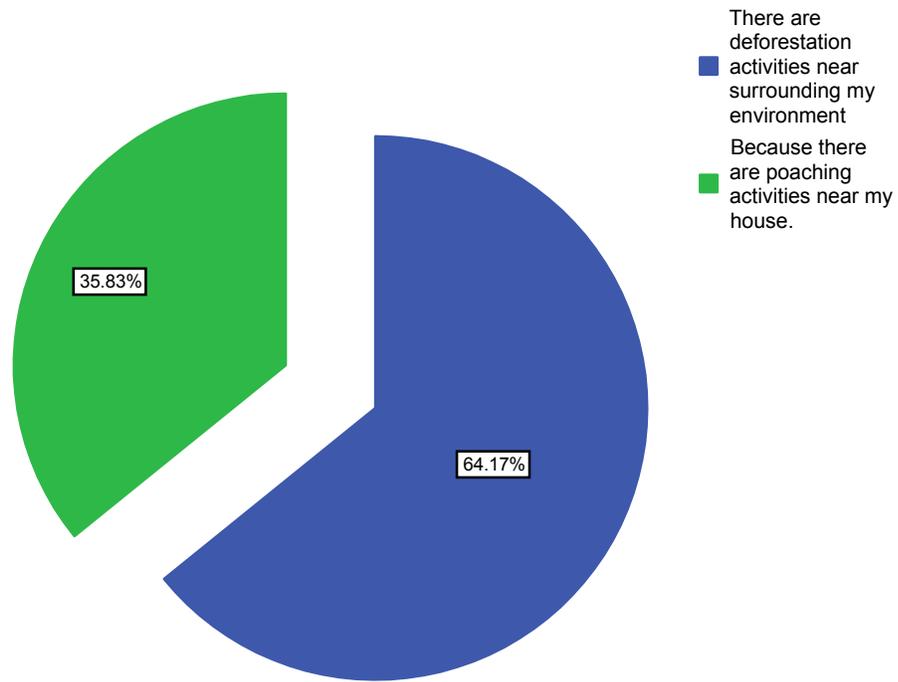
1. From the polling taken to see if the environment shown in the film is similar to the environment where the respondents live, 74.47% said that their environment is not the same as the environment shown in the film. Only 25.53% said that their place is similar to the places shown in the film. The reason why 74.47% of the participants claimed that their environment is dissimilar to the environment shown in the film can be seen in Chart 4

Chart 4. Why the local participants think that their environment is dissimilar to the one in the documentary



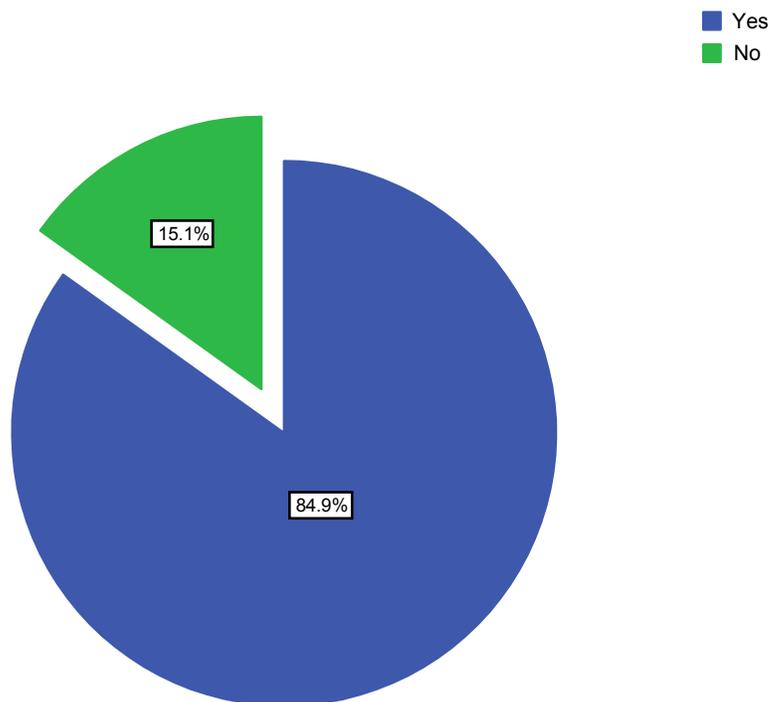
2. The reasons given from 25.53% of the respondents with regards to their environment being similar to the environment in the film can be seen in Chart 5 below

Chart 5. Why the local participants think that their environment is similar to the one in the film



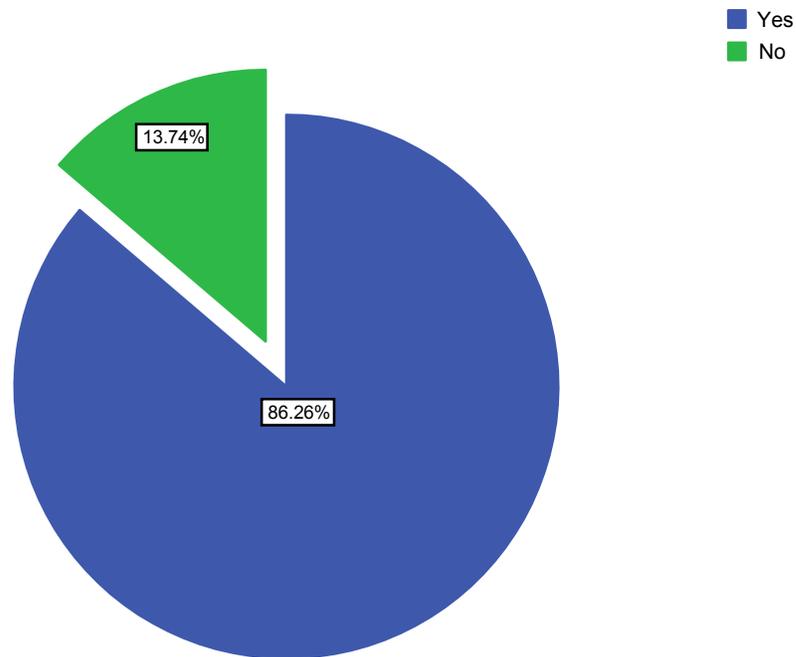
- 3 Of the polling also known that 59.49% of the respondents said that they have been to the places shown in the film whilst 40.51% said that they had not.
- 4 When asked if they had ever seen any of the animals/apes such as those shown in the film, refer to Chart 6 for the response

Chart 6. How many respondents have seen any of the animals shown in the film before



- 5 Of the information acquired, participants who have seen the apes living in wild is fairly lots, namely around 71.74%. Those that say they have not seen apes in the wild were 28.26%.
- 6 Though, however, when asked if they have seen apes in captivity, a huge number responded positively. Refer to Chart 7 below

Chart 7. Number of participants who have seen apes in captivity

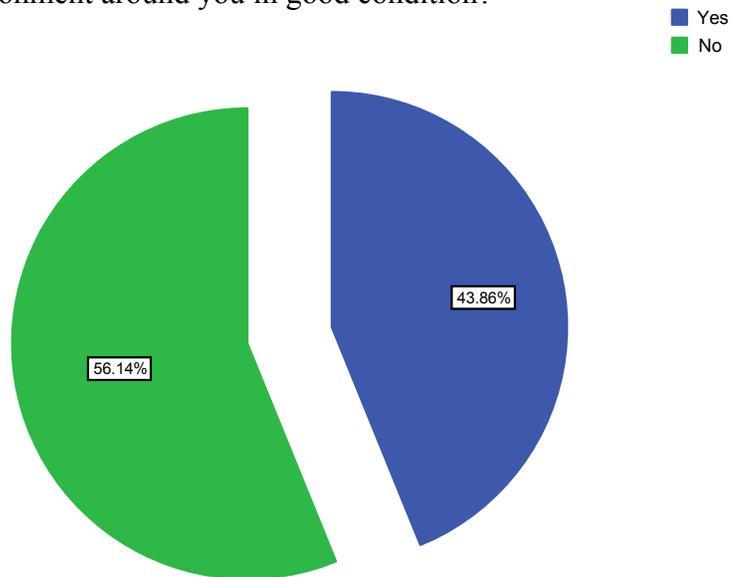


- 7 When the respondents were asked if they have ever eaten apes 87.77% of the respondents said that they had not whilst 12.23% said that they have.

Part C. About the Conservation Program

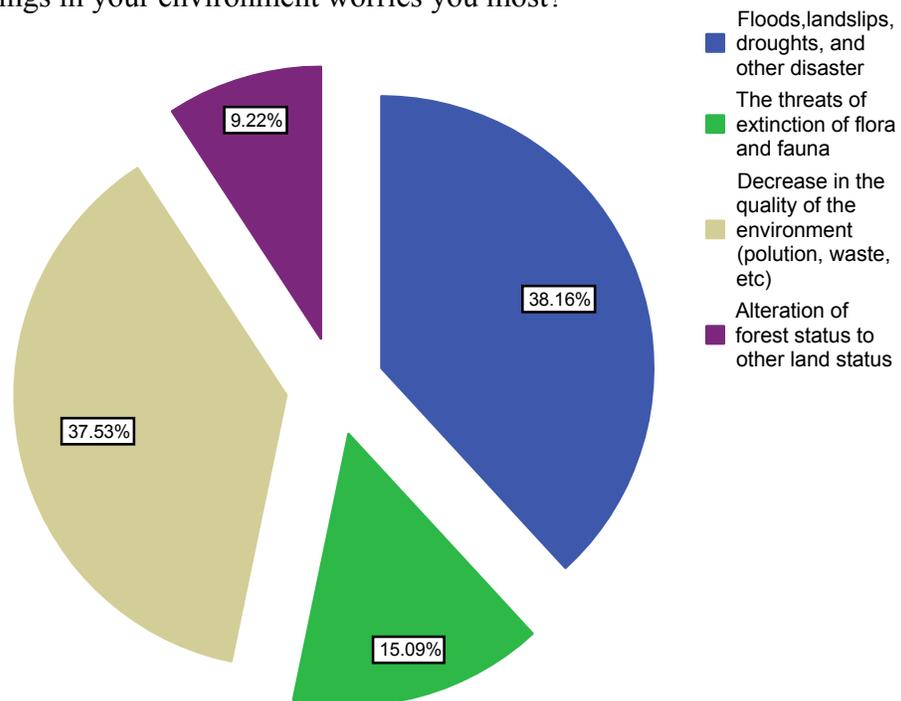
1. There are several things can be known from the participants about conservation status. First is about their knowledge of the current condition of their environment. Result of the polling shows that most of the respondents state that their environment is not in good condition. Refer to Chart 8 below

Chart 8. Is the environment around you in good condition?



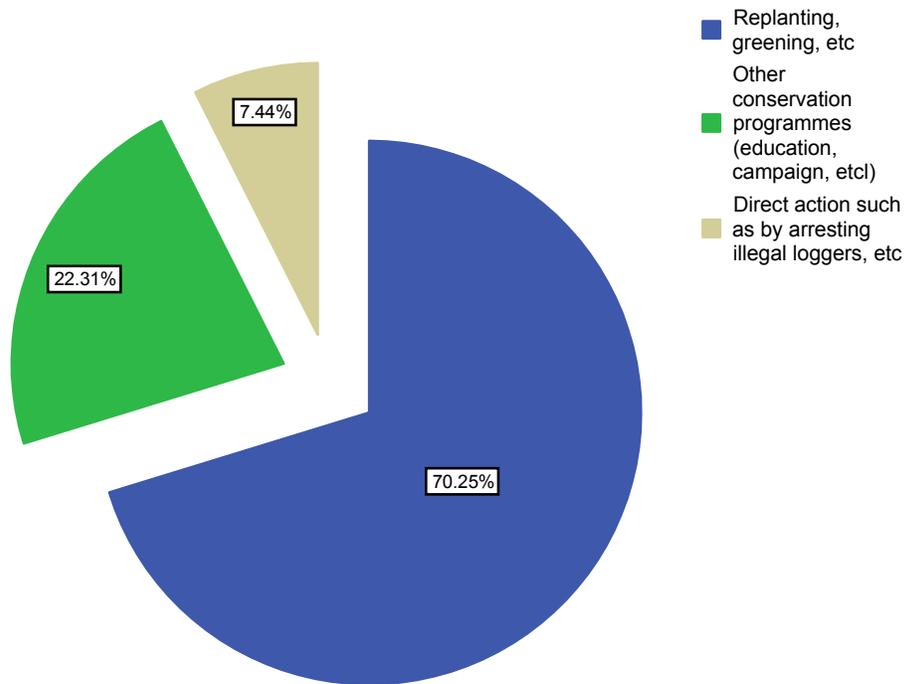
2. The respondents were then asked what they were worried most about with regards to the environment. They asserted several worrying factors which can be seen in Chart 9

Chart 9. What things in your environment worries you most?



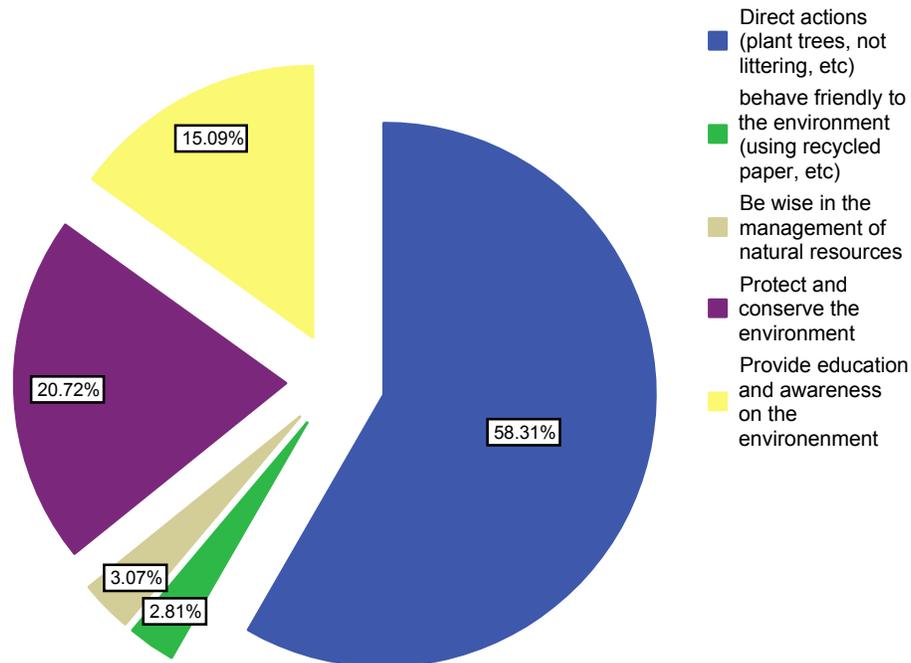
- 3 Of the polling taken, around 96.31% of the respondents think that it is essential to ensure the sustainability of apes, while 3.69% said that it is not essential to sustain the existence of apes.
- 4 When asked if the respondents have ever been part of any conservation efforts, there was not a large difference in the positive to negative response. 55.06% said that they had whilst 44.94% of respondents said that they had not.
- 5 The respondents that answered positively to participating in conservation effort, were then asked what time of conservation efforts they have been involved in. Refer to Chart 10 for the break down of results

Chart 10. If you do conservation activities in your area, what are they?



6. When asked if they would like to take part in conservation efforts in their area 96.90% said that they would. Only 3.91% said that they would not.
7. The respondents that said they are willingly to give their contribution to enable conservational efforts in their areas were then asked what types of conservation efforts they would implement. Chart 11 explains in more detail

Chart 11. If you would like to help with conservation efforts in your areas, what conservation efforts can you make?



4. Conclusions

The environmental awareness campaign road show using the conservation film “Losing Tomorrow” by the SOS-OIC was responded positively by most of the participants. The distribution of information through showing the film with focus group discussions was found to be effective for an environmental campaign. This is reflected from the results of questionnaires provided to participants. Most of respondents believed that the film showing should be continued to all level of communities in order to improve their knowledge and awareness about their own environment.

Furthermore, by showing this film it has indicated that it is essential to have an integrated and sustainable environmental education for all educational levels throughout Indonesia and to address all levels of society, especially to school children and students. This idea is based on what a lot of school children and students stated throughout the road show. They realized that they are lacking knowledge on the biodiversity of their own nature. It was expressed that the losing tomorrow road show has provided the facility to improve school children’s and students knowledge thus opening their eyes to what is really happening in their environment.

APPENDIX

Appendices 1

Photo documentation



Students from school SMK Pariwisata Pencawan watching the film “Losing Tomorrow”



A student from school SMK Pariwisata Pencawan gives her view on the film



Students from University of Medan (UNIMED) take part in the focus group discussion



Mrs. Kuning Tarigan, is one of the teachers at UNIMED, gives her point of view regarding the film



Teachers of the catchments area Deli Serdang watch the film with enthusiasm



Discussion about the biodiversity in North Sumatra by Mr. Evansus R. Manalu, SH. from the forestry department



Students of school SMP Negeri 7 watch the film with excitement



One of the respondents at School SMP Negeri 1 Deli Tua voices her opinion regarding the film



Children of school SMA Negeri 1 Sibolangit watching the film



Showing the film to head of villages in catchments area
Sibolangit



Showing the film in the faculty of forestry of North Sumatra University (USU)



A respondent from the faculty of forestry in USU giving his thoughts regarding information he obtained from the film and also about the film in general



A student from school SMP Negeri 7 Medan answering a question given by Mr. Evansus Renandi Manalu SH. regarding the film



Students of school SMP Negeri 7 Medan watch the film with interest



The showing of the film at BAPEDALDA SUMUT
(environmental assessment agency)



Given a SOS-OIC poster to the representing head of
BAPEDALDA by the Founding Director of the SOS-OIC

Appendices 1

GAFI QUESTIONNAIRE: ENVIRONMENTAL AWARENESS AND FILM

About You

Name:.....

School.....

Class.....

Institution.....

Position.....

Address.....

.....

.....

Part A. About the films

1. What was the film called

.....

2. Did you enjoy the film

Y/N

3. If yes,

why.....

4. If no, why

not.....

5. Did the film have a clear conservation message

Y/N

6. What do think the message was

.....

7. Do you think that showing films helps conservation

Y/N

8. If yes,

why.....

9. If no, why
not.....
10. Did the film change your understanding of the animals? Y/N
11. What was the most interesting thing that the animals did in the film
.....
12. Did it change your understanding about the importance of conserving nature
and the environment Y/N
13. Do you think that a film made by a local person would be better for conservation
than a film made by someone else Y/N
14. If yes
why.....
15. If no, why not
.....
16. What aspects of conservation should we make films about
.....
.....
17. Do you think the message given in this film will be understood by every level
of the community Y/N

Part B. About the environment and animals shown in the film

18. Is the environment shown in the film like the one around you Y/N
19. If yes,
why.....
.....
20. If no, why not
.....
.....
21. Have you ever been into this environment Y/N
22. Have you seen any of the animals/apes shown in the film before Y/N
If so, which ones
.....
23. Have you seen them in the wild Y/N

24. Have you seen them in captivity Y/N
25. Have you ever eaten them Y/N

Part C. About conservation

26. Is the environment around you in good condition Y/N
27. What thing in your environment worries you most Y/N
28. Do we need to conserve your environment Y/N
29. Do we need to conserve apes Y/N
30. Can you help conserve the environment Y/N
31. Do you do conservation activities in your area Y/N

32. If so,
what.....
.....

33. Would you like to support conservation efforts in your area Y/N

34. If so, what would you like to do
.....
.....

35. Is it important to have this similar activity running continuously in educational institutions, government offices, private sectors and the community Y/N

36. Who do you think should do conservation work Everyone/Experts

Write down any impressions and suggestions about this activity below

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