



## REPORT OF ID-2 ACTIVITY

# SOCIAL MEDIA AND ONLINE MASS MEDIA COVERAGE

PERIOD: JANUARY – JUNE 2018

**Conducted by:**  
DSCP Indonesia

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## BACKGROUND

The Dugong and Seagrass Conservation Project (DSCP) Indonesia has created a fan page on Facebook in October 2016, and an account in Twitter and Instagram in March 2018. These social media platforms have been used by DSCP Indonesia to increase the awareness of social media users on the dugong and its conservation issues, the seagrass and its role in ecosystem, and the activities of DSCP Indonesia in general. All social media accounts of DSCP Indonesia were updated every two weeks by a specially assigned staff of WWF-Indonesia, one of the implementing partners of DSCP Indonesia.

The online presence of DSCP Indonesia was not limited to its own official social media accounts. Various mass media have covered the activities of DSCP Indonesia as well with more than 95% of the coverage were published online. For the purpose of this report, DSCP Indonesia took into account keywords such as, “DSCP Indonesia”, “Dugong and Seagrass Conservation Project Indonesia”, and “Arifin Putra”, and compiled them into a list of online media coverages.

## FACEBOOK INSIGHTS

- **Followers and Likes**
  - Total fan page followers and fans as of July 9<sup>th</sup>, 2018 were **2,307** and **2,242** Facebook users, respectively. Followers are unique users who have been following the fan page of DSCP Indonesia, but not necessarily those who have “liked” the page. Meanwhile, fans are unique users who have “liked” and “followed” the page at the same time.
  - The number of fans have been increased by 25% since January 1<sup>st</sup>, 2018. This percentage of increase during this semester was higher than that during the previous semester (i.e. June to December 2017).
- **Reach**
  - Reach is the number of unique users, including non-fans, who have seen the content of the fan page. The reach of the fan page of DSCP Indonesia included organic and paid users. The latter means the users who saw the content of the page that was advertised by using Facebook Ads feature. As a note—the number of reach is not necessarily the number of page followers or page likes.
  - The highest number of paid reach (i.e. 38,832 users) occurred on March 9<sup>th</sup>, 2018. It was third day of the participation of DSCP Indonesia in the Deep and Extreme Indonesia Exhibition 2018. It was also the day that the knowledge sharing sessions were conducted.
  - The highest number of organic reach (i.e. 5,736 users) occurred on April 10<sup>th</sup>, 2018 where an infographic on seagrass information in general in Indonesia was posted.
- **People**
  - Fans of the fan page of DSCP Indonesia consisted of 53% men (i.e. 21% of them were of 25 – 34 years old) and 47% women (i.e. 24% of them were of 18 – 24 years old). The age range of 25 – 34 years old was also the age range of people reached, both men and women.

- Most (94%) fans were identified as users who came from Indonesia (i.e. 20% fans were from Jakarta), while the other 6% were from Malaysia, Australia, United Kingdom, Japan, USA, Netherlands, Belgium, Thailand, New Zealand, and other countries.

## TWITTER INSIGHTS

The description of Twitter account of DSCP Indonesia was only available for the last three months (April, May, and June).

- The Twitter account of DSCP Indonesia as of July 9<sup>th</sup>, 2018 has been followed by 258 unique users, majority (97%) were from Indonesia (i.e. 12% were from Jakarta, 10% were from West Java).
- Most (61%) followers of the Twitter account of DSCP Indonesia were men.

## INSTAGRAM INSIGHTS

The description of Instagram account of DSCP Indonesia was only available for the last three months (April, May, and June).

- The Instagram account of DSCP Indonesia as of July 9<sup>th</sup>, 2018 has been followed by 690 unique users, majority (98%) were from Indonesia (i.e. 19% were from Jakarta, 9% were from Bogor, West Java).
- Many (52%) followers of the Twitter account of DSCP Indonesia were women with age range of 18 – 24 years old (60%). However, about 35% of the male followers were with age range of 25 – 34 years old. The similar results were obtained from the demographic information of DSCP Indonesia's Facebook fan page.

## OVERALL REMARKS FOR SOCIAL MEDIA

For the better performance and engagements in each social media accounts of DSCP Indonesia, some recommendations are presented.

- To increase the number of infographics posted and created by DSCP Indonesia on dugong and seagrass issue
- To optimize Facebook Ads in increasing the number of fans from areas outside Java, especially 19 provinces in which dugong sighting has been reported
- To schedule posts of DSCP Indonesia on certain days every week
- To increase the number of posts with photos
- To use English as the second language in Facebook and Instagram

## MASS MEDIA COVERAGE

A total of 63 online mass media articles have been published during this semester.

A participation of DSCP Indonesia in Deep and Extreme Indonesia 2018 and Arifin Putra's involvement as an Indonesian dugong ambassador in the booth of DSCP Indonesia from 8 to 11 of March 2018 were covered in WWF-Indonesia website and several mass media, including:

1. [https://www.wwf.or.id/en/news\\_facts/new\\_articles/news\\_marine.cfm?64922/DisKo-WWF-Indonesia-in-Deep--Extreme-Indonesia-2018](https://www.wwf.or.id/en/news_facts/new_articles/news_marine.cfm?64922/DisKo-WWF-Indonesia-in-Deep--Extreme-Indonesia-2018)
2. <https://www.wwf.or.id/?64922/DisKo-WWF-Indonesia-in-Deep--Extreme-Indonesia-2018>
3. <http://mediaindonesia.com/read/detail/150402-dugong-si-pemalu-penanda-kelestarian-laut>
4. <http://www.greeners.co/berita/konservasi-dugong-dscp-indonesia-sosialisasikan-pentingnya-habitat-lamun/>
5. <http://www.grid.id/read/04194184/arifin-putra-ajak-masyarakat-jaga-populasi-dugong-dan-lamun?page=all>
6. <https://www.yukepo.com/hiburan/selebritis/tidak-hanya-sukses-jadi-aktor-arifin-putra-juga-menjabat-sebagai-duta-dugong-indonesia/>

A gathering hosted by DSCP Indonesia on April 19<sup>th</sup>, 2018 was covered only on the official websites of DSCP Indonesia's partners and a section in CNN Indonesia's morning news as presented.

1. <http://kkp.go.id/djprl/kkhl/artikel/3404-aktor-arifin-putra-ajak-sobat-bahari-selamatkan-duyung>
2. [http://www.oseanografi.lipi.go.id/shownews/154](http://www oseanografi.lipi.go.id/shownews/154)
3. <https://www.wwf.or.id/?66242/Sarasehan-Konservasi-Duyung-Mengenal-Peran-Konservasi-Duyung-dan-Lamun-Lewat-Film-Pendek>

A trip with national and local journalists to Kotawaringin Barat from 10<sup>th</sup> to 12<sup>th</sup> April 2018 were covered as presented.

#### **Media Indonesia**

1. <https://www.medcom.id/nasional/peristiwa/0k8Zvo9N-sepenggal-cerita-pemburu-dugong>
2. <https://www.medcom.id/nasional/peristiwa/PNgePgRk-survei-dugong-dan-lamun-di-gosong-beras-basah>
3. <https://www.medcom.id/nasional/peristiwa/nbw7Yymb-belasan-dugong-beraktivitas-di-gosong-beras-basah>
4. <http://news.metrotvnews.com/read/2018/04/12/859053/belasan-dugong-beraktivitas-di-gosong-beras-basah>
5. <https://www.borneonews.co.id/berita/90916-ini-penjelasan-wwf-tentang-dugong-dan-lamun>
6. <https://www.borneonews.co.id/berita/90921-dinas-pariwisata-ajak-pokdarwis-lestarikan-dugong-dan-padang-lamun>
7. <https://www.borneonews.co.id/berita/90986-desa-teluk-bogam-persiapkan-kawasan-konservasi-dugong-dan-lamun>

#### **SBTV**

8. <https://www.youtube.com/watch?v=MBmX1QSnHsQ&feature=youtu.be>

#### **Kompas.com**

9. <https://regional.kompas.com/read/2018/04/14/06132741/sulitnya-melacak-ikan-duyung-dan-lamun-di-perairan-kotawaringin-barat>
10. <https://regional.kompas.com/read/2018/04/15/10280851/kisah-kakek-murah-mantan-pemburu-ikan-duyung>

#### **Mongabay Indonesia**

11. <http://www.mongabay.co.id/2018/04/17/padang-lamun-di-teluk-bogam-rumah-makan-kawanan-dugong/>

12. <http://www.mongabay.co.id/2018/04/16/kisah-para-pemburu-dugong-di-teluk-bogam/>

#### **Republika.co.id**

13. <http://gayahidup.republika.co.id/berita/gaya-hidup/travelling/18/04/13/p747nb359-desa-teluk-bogam-dulu-pemburu-kini-jadi-pelindung-duyung>

#### **Antara**

14. <https://jogja.antaranews.com/berita/354976/wwf-kkp-melibatkan-masyarakat-melestarikan-dugong>
15. <https://www.antaranews.com/berita/700466/wwf-dan-kkp-survei-lamun-di-gosong-beras-basah>

#### **Netral News**

16. <http://www.netralnews.com/news/nasional/read/136589/lestarian.dugong..wwf.gandeng.kkp>
17. <http://www.en.netralnews.com/news/currentnews/read/20176/wwf.partners.with.ministry.of.marine.affairs.and.fisheries.to.protect.dugongs>

A trip with national and local journalists to Bintan from 24<sup>th</sup> to 27<sup>th</sup> April 2018 were covered as presented.

#### **Media Indonesia**

1. <https://www.medcom.id/nasional/peristiwa/ObzdBdeK-mencari-jejak-duyung-di-pulau-bintan>
2. <https://www.medcom.id/nasional/peristiwa/VNx7JD8K-generasi-terakhir-pemburu-duyung>
3. <http://news.metrotvnews.com/peristiwa/ObzdBdeK-mencari-jejak-duyung-di-pulau-bintan>
4. <http://news.metrotvnews.com/peristiwa/4baorm0K-pelajaran-dari-rangka-dugong>
5. <http://news.metrotvnews.com/peristiwa/3NOn5XmK-seribu-kunang-kunang-di-pengudang>

#### **Mongabay Indonesia**

6. <http://www.mongabay.co.id/2018/05/04/miris-masih-banyak-nelayan-berburu-duyung-di-bintan-riau-begini-ceritanya/>

#### **Kompas.com dan Tribun News**

7. <https://sains.kompas.com/read/2018/04/26/113300823/kisah-dari-desa-pengudang-selamatkan-ikon-bintan-dengan-menjaga-lamun>
8. <https://sains.kompas.com/read/2018/04/26/200600123/bagaimana-cara-terbaik-menyelamatkan-duyung-yang-terdampar>
9. <https://sains.kompas.com/read/2018/04/28/170600123/5-kemiripan-duyung-dengan-manusia-dari-jari-sampai-air-mata>
10. <http://jogja.tribunnews.com/2018/04/27/kantor-kepala-desa-yang-tidak-biasa-menyimpan-kerangka-duyung>
11. <http://jateng.tribunnews.com/2018/04/28/inilah-5-kemiripan-antara-duyung-dengan-manusia-air-mata-keluar-deras-saat-di-darat>
12. <http://manado.tribunnews.com/2018/04/29/kerangka-duyung-mirip-manusia-5-kemiripan-dari-jari-penyapihan-sampai-air-mata>
13. <https://sains.kompas.com/read/2018/04/27/205329223/jalan-pertobatan-pemburu-duyung-dari-desa-air-glubi>

#### **Antara News**

14. <https://www.antaranews.com/video/706458/agar-si-pemburu-duyung-tak-melanjutkan-kebiasaannya>
15. <http://www.agronet.co.id/detail/indeks/berita/1698-Tanjungpinang-Upayakan-Pelestarian-Duyung>

16. <https://www.youtube.com/watch?v=0C1tM6Y9KdE> (“Agar si pemburu duyung tak melanjutkan kebiasaannya”)

#### **Batam Wixen**

17. <https://www.batamxinwen.com/teliti-habitat-dugong-dan-padang-lamun-dscp-datangi-kabupaten-bintan/>
18. <https://www.batamxinwen.com/kisah-pemburu-dugong-dari-suku-laut-desa-glubi-bintan-pesisir-ini-kisahny/>
19. <https://www.batamxinwen.com/padang-lamun-seluas-4-hektar-desa-pengudang-sering-disinggahi-dugong/>
20. <https://www.batamxinwen.com/ada-2-spesimen-kerangka-dugong-di-indonesia-satu-kerangka-ada-di-bintan-ini-penampakkannya/>

#### **RRI Kepri**

21. <http://www.rri.co.id/post/berita/519374/ruang publik/kelestarian dugong dan padang lamun di bintan terancam.html>
22. <http://rri.co.id/post/berita/520122/ruang publik/janji tak diindahkan nelayan terpaksa tan gkap dugong.html>

#### **Bobo.id**

23. <http://bobo.grid.id/Sains/Flora-Dan-Fauna/Dari-Tulang-Hingga-Air-Mata-Ini-Dia-Kemiripan-Ikan-Duyung-Dengan-Manusia>

#### **Mata Kepri**

24. <https://matakepri.com/detail-news/2018/04/25/7322/Salah-Satu-Spesimen-Kerangka-Dugong-Terdapat-Di-Daerah-Bintan>

#### **Batam News**

25. <http://batamnews.co.id/berita-31618-demi-sesuai-nasi-nelayan-desair-gelubi-buru-dugong.html>

#### **Neosantara.id**

26. <https://neosantara.id/berita-743-dugong-tetap-dijagal-pemkab-bintan-dianggap-gagal.html>
27. <https://neosantara.id/berita-740-pemerintah-pusat-dan-bintan-gotong-royong-selamatkan-dugong.html>

#### **Ficom TV**

28. <https://www.youtube.com/watch?v=-eYZNr8FyJs> (“Bintan Salah Satu Daerah Konservasi Dugong dan Padang Lamun Oleh DSCP”)
29. [https://www.youtube.com/watch?v=eXl\\_oDq8hng](https://www.youtube.com/watch?v=eXl_oDq8hng) (“KISAH PEMBURU DUGONG DARI SUKU LAUT BINTAN PESISIR”)
30. [https://www.youtube.com/watch?v=v\\_pnYFXoHDY](https://www.youtube.com/watch?v=v_pnYFXoHDY) (“Spesimen Kerangka Dugong Ternyata Ada Di Bintan Selain Di LIPI”)
31. <https://www.youtube.com/watch?v=8QfETXRnPIA> (“PADANG LAMUN DESA PENGUDANG SERING DISINGGAHI DUGONG”)

#### **TV Kepri**

32. <https://www.youtube.com/watch?v=SzTvHSHBLEU> (“KERANGKA DUGONG BERUSIA 2 TAHUN DI PAJANG DI KANTOR DESA PENGUDANG TV KEPRI”)
33. <https://www.youtube.com/watch?v=Fs91RCA77vU> (“MEDIA TRIP KONSERVASI DUYUNG DAN LAMUN TV KEPRI”)

34. [https://www.youtube.com/watch?v=Xs9ckm\\_kd8Q](https://www.youtube.com/watch?v=Xs9ckm_kd8Q) (“MEDIA TRIP KONSERVASI DUYUNG DAN LAMUN TV KEPRI”)
35. <https://www.youtube.com/watch?v=psUcqhdovh0> (“KUNJUNGAN KE RUMAH WARGA PEMBURU DUYUNG TV KEPRI”)
36. <https://www.youtube.com/watch?v=xxcOgRARo9Q> (“KUNJUNGAN KE DAERAH KONSERVASI PADANG LAMUN TV KEPRI”)

**MMAF’s official website**

37. <http://kkp.go.id/djprl/kkhl/artikel/3574-pemerintah-pusat-dan-bintan-gotong-royong-selamatkan-dugong>