Increasing the Digital Promotion of Turtle Conservation in the Yogyakarta 4K Community Through Brand Journalism and Integrated Marketing Communication

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Abstract. 4K Yogyakarta Community Turtle Conservation is the only turtle conservation program in Yogyakarta, precisely at Pelangi Beach, Bantul, Yogyakarta. The existence of this conservation also stands based on the dark stories on the coast of Pelangi, where local people often hunt turtles illegally to take turtle eggs and meat for private consumption or sale. The partner’s problem lies in how to increase information and promote 4K Yogyakarta Turtle Conservation because, to this day, many people do not know about the existence of conservation. To overcome this problem, the solution offered by this Community Service project is to improve the quality of digital promotion through brand journalism, namely by writing in user-generated content (UGC)-based media such as Kumparan, then uniting all aspects of promotion through integrated marketing communication (IMC).

Keywords: Digital Promotion, Brand Journalism, Yogyakarta 4K Community Turtle Conservation, User-generated Content, and Integrated Marketing Communication.

1. Introduction

4K Yogyakarta Community Turtle Conservation is the only turtle community in Yogyakarta, precisely at Pelangi Beach, Yogyakarta. This community was founded on September 6, 2020, precisely one year after the Regional Government officially opened Pelangi Beach as a tourist area. Daru, the founder of the 4K Yogyakarta Community, said that this community aims to save sea turtles and keep them sustainable. Remembering the dark story of Pelangi Beach, which has always been famous for offering turtle eggs or turtle meat, the local community has been able to hunt turtles freely, though turtle trade for commercial purposes is prohibited. It is also based on the fact that all types of turtles in Indonesia are protected under Government Regulation No. 7 of 1999 and Government Regulation No. 8 of 1999 concerning the Utilization of Wild Plants and Animals, which means that all trading in a state of life or death is prohibited. Almost all turtle species in Indonesia have experienced a decline in population, hence categorized as endangered [1].

Data at the end of 2021, 4K Yogyakarta Turtle Conservation has succeeded in releasing around 6500 olive turtles into the sea. This started in 2021 when 4K Yogyakarta carried out patrol activities to find and move turtle eggs from natural nests to safer places. The efforts made by 4K Yogyakarta Turtle Conservation are not without competitors. Even though competitors had decreased before 4K existed, some still wanted to steal eggs and consume or sell them to other parties. It is quite ironic because most people who do

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this are locals around Pelangi Beach. The heinous activity of the people is contrary to Law Number 5 of 1990 on the Conservation of Living Natural Resources and their Ecosystems [2].

Figure 1. Examples of 4K Yogyakarta activities. Beach cleaning (left) and introduction of turtle eggs (right) (https://www.instagram.com/4k.yogyakarta/)

Activities carried out by 4K Yogyakarta Turtle Conservation in helping turtle conservation also vary, such as cleaning the beach (picking up trash on the coast of Pelangi Beach), planting sea pandanus, releasing hatchlings, turtle patrols (done in the early hours), waste sorting (eco-brick). However, the exciting thing is that the public does not widely know about turtle conservation. Even some people who visited this conservation were initially surprised that there was turtle conservation in Yogyakarta. This has been helped a little by several people posting news about 4K Yogyakarta Turtle Conservation on several platforms while participating in one of their activities. However, when we search on Google, no official website explains in more detail the history, activities, and even the organizational structure at 4K Yogyakarta Turtle Conservation. Only an Instagram account is owned by 4K Yogyakarta Turtle Conservation as a sole face in digital media. This is also a problem faced by partners.

Fig. 1. An example of a search on Google showing the weakness of digital promotion partner

Based on the situation analysis, the partner’s problem is increasing the digital promotion of 4K Yogyakarta Turtle Conservation. This shows something is wrong with
the promotion or dissemination of information to digital media management from 4K Yogyakarta Turtle Conservation, especially how to take advantage of the potential of the digital world, including technological developments and information in it. One of them can be seen in the social media management of 4K Yogyakarta Turtle Conservation. For instance, the uploaded posts do not have a clear timeline and project brief, do not have a web, lack other supporting social media such as YouTube and Twitter, and lack interaction with the audience.

Nonetheless, social media is the perfect first step for promotion because it can increase brand awareness, brand recognition, recall, and brand loyalty [3]. Promotion using social media is not just about hitting a front target page or other social information web page. Rather, it is a strategic and methodical process for determining a company’s impact, reputation, and items within the area of potential clients and visitors. In addition, there are benefits in promotion using social media, for instance, (1) providing a place for marketers who not only present products to clients but also pay attention to complaints and suggestions, (2) there is no need to pay a lot of money; sometimes it is even free, and (3) allowing marketers to know more than one product in one promotion [4]. By carrying out digital promotions, the information conveyed is not limited by space and time; providing 24-hour access so it can attract a broader market [5]. In line with technology development, the strategy for carrying out promotions should also begin to change towards digital or digital promotion [6]. Rangkuti (2009:51) states that the purpose of promotion includes (1) changing the behavior and opinions of an individual or group which initially does not accept it makes them loyal to the product or service, (2) providing information to intended consumers regarding a product, (3) encouraging the purchase of products or services, and (4) maintaining the product brand in the people’s hearts [7].

Based on the situation analysis, the Community Service team and partners agreed to solve the problems faced by partners, namely increasing the quality of digital promotion through brand journalism, namely writing in User-Generated Content (UGC)-based media such as in Kumparan, then integrating all aspects of digital promotion through Integrated Marketing Communication (IMC) by maximizing all digital media platforms such as Instagram, Facebook, Website, YouTube in an integrated manner and involving human resources in the 4K Yogyakarta Turtle Conservation environment so that, in the end, it will increase the number of conservation visitors in the long term. Then, proceed with the implementation of monitoring and evaluation of program implementation, carrying out program improvements based on monitoring and evaluation results.

2 Methodology

This Community Service begins with internal preparation, which includes recruiting students and lecturers from across study programs and providing materials related to brand journalism. Next is the program implementation stage, which includes 1) the implementation of Focus Group Discussions to align the objectives with the needs of partners, 2) the implementation of training and assistance in writing news based on User-Generated Content (UGC) in Kumparan, 3) implementation of training, social media management assistance to support the digital promotion, and 4) training of Integrated Marketing Communication (IMC) assistance to increase digital promotions while increasing the number of visitors.

3 Result and Discussion

The running of this service program is the result of discussion and agreement of the proposer with the service partner, namely the 4K Yogyakarta Turtle Conservation, who is
enthusiastic when conveying the problems faced by the community, especially related to promotions in the digital world. Therefore, the service program at Pelangi Beach is important and a priority for partners, so the main focus of this service is promotion with digital media, which lasts approximately 30 days. Previously, observations were made with the results obtained: there was no writing and no website. Even though, in reality, increasing the number of good and positive news that “decorates” UGC-based media will further strengthen society’s awareness.

The link between brands and journalism or news is known as the concept of brand journalism. According to Edy Aruman (2017), this concept changes not only traditional views on brand management but also traditional views on journalism. This is because brand journalism has developed into content creation using journalistic skills. This means redefining what news is and how it should be communicated on behalf of brands. Brand journalism is also interpreted as a news collection service that aims to make it easier to use the internet to find and read news, opinion sites, disinformation sites, and sites that package information in the form of news or journalistic products but function as branding [8].

The 4K Yogyakarta Turtle Conservation Team received material through a workshop on brand journalism, which aims to build good relations with the community by creating and providing content in the form of useful information that contains journalistic values. Journalism values in the analyzed articles are newness, impact, actual timeliness, proximity, information, conflict, and human interest. In addition, with brand journalism, a community can package interesting stories to foster a sense of awareness among readers and increase the public’s trust [9].

![Fig. 3. The 4K Yogyakarta Conservation team’s workshop activities on Brand Journalism](image_url)

After the workshop, the next activity is news production based on UGC media. The 4K Yogyakarta Conservation Team can share moments of activities, event information, and community achievements through news uploaded via the Kumparan account. Kumparan was chosen because it is one of the online news portals that allows its readers to create and share various kinds of news and information [10]. A total of 3 news activities were successfully produced on the Yogyakarta Conservation Action’s Kumparan account.
The next community service program is assistance in using and filling in the contents of the 4K Yogyakarta Turtle Conservation website. The selection of websites for promotion is made because, apart from saving money in spending, it can also increase credibility according to each user’s style. The website is also static or dynamic, which forms a series and is interrelated, where a network of pages or hyperlinks links each [11]. The website can be accessed at https://aksikonservasi.com.

The Community Service program does not stop there. The next program is an educational podcast activity containing information on 4K Yogyakarta Turtle Conservation and a material-related, packaged podcast named “Fourkey Talk.” The podcast was created at the Podcast Lab of Communication Studies of Universitas Muhammadiyah Yogyakarta. The purpose of this podcast creation service program is to provide new learning to attract public attention, increase community promotion, provide a creative source of information, and stimulate creative thinking skills for the conservation team, who are expected to be able to carry out and continue this educational podcast activity so that it will further develop in the future. This podcast is uploaded in 2 versions.
This service program has brought changes in promoting the community. This can be seen from the news regarding the activities at Kumparan on the Yogyakarta Conservation Action official account and the operating community website. In addition, the development of the Yogyakarta Conservation Action Podcast is expected to assist in the promotion and also provide education to the broader community so they can care more about the environment.

4 Conclusion

4K Yogyakarta Turtle Conservation has the opportunity to increase its promotion so that the wider community is aware of its existence. The problem faced by 4K Yogyakarta Turtle Conservation is the lack of promotion on digital media, which has been solved through this service program. The program that has been carried out is to improve the quality of digital promotion through brand journalism, namely writing in User-Generated Content (UGC)-based media such as in Kumparan, then integrating all aspects of digital promotion through Integrated Marketing Communication (IMC). Hopefully, this dedication can be beneficial for 4K Yogyakarta Conservation. Promotions that are carried out can also be further developed by utilizing what the service team has helped for tools and production channels.

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Reference


