THE PR CAMPAIGN STRATEGIES OF NON-GOVERNMENT ORGANIZATION TO ENGAGE THE PUBLIC AND INCREASE THE PUBLIC'S AWARENESS
(THE CASE STUDY OF 'DOG MEAT FREE INDONESIA')

By

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Supervised by

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This thesis is my own work containing, to the best of my knowledge and belief, no material published or written by another person except as referred to in the text. None of the material submitted as part of this thesis has been accepted for the award of any other degree or diploma in any tertiary institution.

Signed: _____ Dated: 25 April 2019

As (a) supervisor(s) of *JEAN ALICIA PEPITA TARIGAN*, I confirm that the work submitted in this thesis has, to the best of my knowledge, been carried out by the student named above, and is worthy of examination.

Signed: _____ Dated: 25 April 2019

Supervisor's name: MARIANI AMRI, S. Sos , M. Si

Declaration of Originality

I declare that this thesis Entitled "The PR Campaign Strategies of Non-Government Organization to Engage the Public and Increase the Public's Awareness (The Case Study of 'Dog Meat Free Indonesia')" is, to the best of my knowledge and belief, an origin piece of work that has not been submitted, either in whole or part, to another university to obtain the degree.

Cikarang, June 27th 2019

Jean Alicia Pepita Tarigan

Thesis Advisor Recommendation Letter

This thesis Entitled "The PR Campaign Strategies of Non-Government Organization to Engage the Public and Increase the Public's Awareness (The Case Study of 'Dog Meat Free Indonesia')"that was prepared and submitted by Jean Alicia Pepita Tarigan, majoring in Public Relations, in partial fulfillment of the recruitments for the degree of bachelor in the Faculty of Humanities, has been reviewed and found to have satisfied the recruitment for a thesis fit to be examined. I therefore recommend this for Oral Defense

Cikarang, June 27th 2019

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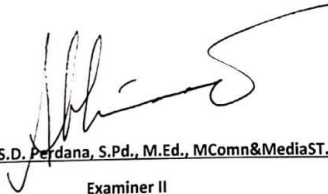
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Panel of Examiner Approval Sheet

The Panel of Examiner declares that the thesis entitled "The PR Campaign Strategies of Non-Government Organization to Engage the Public and Increase the Public's Awareness (The Case Study of 'Dog Meat Free Indonesia')" that was submitted by Jean Alicia Pepita Tarigan, majoring in Public Relation, from the Faculty of Humanities was assessed and approved to have passed the oral examination on May 9th, 2019.
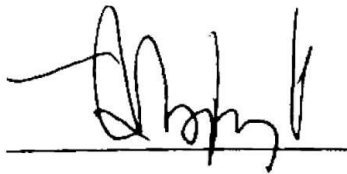
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Abstract

Public relations campaign is one of the communication activities that planned to reach the specific goals and to solve the problems. Usually, organization do the public relations campaign to solve the issue that can affect the organization negatively or to gain the reputation and the public's support toward their movement or activity.

The same thing goes with one Non-Government Organization called 'Dog Meat Free Indonesia.' As the organization, DMFI also conduct the PR campaign to solve the animal welfare issues that happened in Indonesia also to increase the awareness from the public toward the issue itself. As a NGO, DMFI also need to determine the certain strategy to be able to reach the public and to be able to deliver the message that they want to share.

This research attempted to answer "How is the PR campaign strategies that 'Dog Meat Free Indonesia' use to execute their campaign, engage the public and to increase the public's awareness ?" by using qualitative research with case study approach and use the Four PR campaign planning and management model by Cutlip as the benchmark also using in-depth interview with the member of DMFI as the primary data and the document collection from DMFI's official account as the secondary data to support the statement from the informant.

Keyword : Communication strategy, NGO, Public Relations Campaign, Dog Meat Free Indonesia

Introduction

Public relations campaign is one of the activities in public relations that need the communication strategy to make those campaign happen and reach the success. In brief public relations campaign is a series of activities that are planned in advance and relate to a specific goal. According to Rinrattanakorn (2013) in his journal entitled *Public Relation campaigns,* public relations campaigns are established to solve the problems or improve the situation of the organizations. And to measure the public relations campaign is successful or not, we need to focus on how they do the research, how they achieve the objectives of the program, what are the communication plans that they use, and how they do the evaluation.

Meanwhile, according to Wilcox, Ault, Agee and Cameron (2000, p. 145), the purpose of some organization deciding to create the campaign is to solve the problems or situations that affect the organization negatively, but while some other organizations set up campaigns to preserve reputation and public support, which is also a form of strengthening.

Basically a public relation campaigns have three primary characteristics : Specify an objectives, finding the message that will help achieve that objective and communicating the message to the appropriate audience (Lister, 2005). Writing a public relations campaign goal is a vital thing to do as the goal will provide the direction in planning and evaluating the campaigns. The types of objectives can be presented in public relations campaigns to promote understanding, overcome misunderstanding, create awareness, inform, develop knowledge, displace prejudice,

foster belief and confirm perception (Gregory, 2000). The specific objectives not only make it easier to focus on the planning and the execution of a campaign, but also quantifies the success of the campaign (Lister, 2005)

Sometimes public relation campaign will choose the target for the entire population but usually the campaign will choose the target in the specific group. This should be the group who has interest to the message of the campaign (Lister, 2005). The clear objectives, the clear message and the specific group for target will make public relation campaign outstanding and successful

A communication strategy is defined as an attempt by an individual to find a way to fill the gap between their communication efforts and linguistic resources that are immediately available (Maleki, 2007). CSs can generally be viewed as systematic, communication-enhancing devices used to manage communication difficulties and prevent communication breakdowns (Canale 1983, Long 1983, Dörnyei 1995, Nakatani 2006). Communication strategy should not deal with problem solving only just like traditional conceptualization mentioned, but may be used to avoid conversational trouble or failure in achieving communicative goals.

The communication strategy aim to effectively communicate, to build the relationship and to engage in discussions with target audiences through appropriate channels to deliver the objectives of the organization. Stephens, Malone and Bailey (2005) stated that

communication strategy is used to "manage meaning, represent the organization, build trust and credibility and manage uncertainty" (p. 391).

Communication strategy has recently been categorized into two major types: achievement or compensatory strategies and reduction or avoidance strategies. Achievement strategies allow learners to have an alternative plan to achieve reaching an original goal using the resources that are available and meanwhile Reduction strategies are used by learners to avoid solving a communication problem and allow them to give up on conveying an original message (Nakatani, 2006). Achievement strategies consist of f compensatory strategies and retrieval strategies. Compensatory strategies include code switching, interlingual transfer, interlanguage–based strategies, cooperative strategies, and nonlinguistic strategies. Retrieval strategies are used when learners have difficulties in retrieving specific interlanguage items. Reduction strategies consist of formal reduction strategies (using a reduced system to avoid producing non-fluent or incorrect utterances) and function reduction strategies (giving up on sending a message or avoiding a specific topic).

Dog Meat Free Indonesia is one of the campaign that initiated by five non government organization (NGO) in Indonesia which are Jakarta Animal Aid Network (JAAN), Change for Animal Foundation (CFAF), Animal Friends Jogja (AFJ), Humane Society International (HIS) and Four Paws. This campaign aims to ensure the animal's welfare and in this case

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the dogs welfare in Indonesia which has been violated by the cruel and illegal dog meat trade and to protect the public health from the danger of rabies that might be spread from the dog meat trade. Meanwhile, this campaign also aim to persuade the public to sign the petition that are going to be delivered to the government with the purpose to defend the strict rules and regulations regarding dog meat trade and the animal welfare violence especially dogs.

Through the public awareness campaigning and political lobbying, the united goals of 'Dog Meat Free Indonesia' is to secure public and political opposition towards the dog meat trade throughout Indonesia. With proven experience and expertise in delivering effective public awareness campaigns, and in working in collaboration with local and central governments to pass and implement laws and regulations to end cruel practices and strengthen animal protection legal provisions, 'Dog Meat Free Indonesia' is well positioned to tackle Indonesia's cruel and dangerous dog meat trade. There is an ever-growing opposition to the dog meat trade and 'Dog Meat Free Indonesia' are committed to working with local and international partners to raise the profile of this issue and to ensure the strengthening and enforcement of laws that will banish this suffering to the history books. The collaborative and solution based-approach that 'Dog Meat Free Indonesia' use is through grassroots education, seminars, advocacy and also the celebrities engagement.

It is interesting on how the 'Dog Meat Free Indonesia' as one of the campaign activities that held by several Non-Government Organization want to make the ideology that they have to be accepted by the public. The ideology about dogs are not food and the ideology that think the cruelty of the dogs trade who treated dogs so bad before they were killed should be stopped as soon as possible and the ideology based on the fact that by consuming dog meat, it can increase the possibility for humans to be infected with rabies. Meanwhile consuming dogs already become the culture for the people in several areas in Indonesia. That's why the communication strategy that use by several NGOs in making the certain movement to the public with the hope that those public not only accept their ideology but also change the perception of the public regarding the tradition that they have been held this whole time is one of the things that worth to be discussed.

This campaign attracted the researcher's curiosity and interest to find out how 'Dog Meat Free Indonesia' apply the communication strategy in execute their campaign and how the final result of the campaign by implementing those communication strategy regarding the public's awareness and also to measure the effectiveness of the campaign in certain indicators. And beside that the researcher also expected by this study, the researcher can also participate and contribute in this campaign to spread the information and persuade the people around the researcher.

Research Question

Based on the above-mentioned background of the problem, the researcher formulates the research question as follows:

How is the PR campaign strategies that 'Dog Meat Free Indonesia' use to execute their campaign, engage the public and to increase the public's awareness?

Research Objectives

The objectives of the research is:

To figure out the PR campaign strategies that 'Dog Meat Free Indonesia' use to execute their campaign, engage the public and to increase the public's awareness.

1. Literature Review

1.1 Public Relation Campaign

Campaign are usually conducted to achieve specific organizational purposes, likewise PR campaign are established to solve the problems. Public relations campaign is a series of communication activities that organized with the purpose to give the certain impact towards most of the target audience and sustainably in a certain time period (Ruslan, 2008)

According to Gregory (2010) there are three main types of campaign: 1) Informative campaign which aim to transmit the information and not to encourage the dialogue, 2) persuasive campaign which aims to persuade people to a particular view, in essence to affect their attitude or to influence their behavior in some way, 3) dialogue-based campaign which aim to seek mutual benefits and sharing on an equal basis. Between those three kinds of public relations campaigns, the persuasive campaign is the common campaign that used by the public relation practitioners since the persuasive campaign covers the whole range of public relations activities.

1.1.1 The elements of public relation campaigns

To solve the problems and improve the situation of organization, PR officer have to know and understand the element of Public Relations Campaign. Each element is necessary in conducting the campaign.

· Situation analysis research

Situational analysis is the first element of public relations campaign, this element start with a stable base of research. Conduct the research is an effective tool of the PR practitioners to understand the situation that leads to the conclusion that a public relations campaign is needed.

Without situational analysis, it is impossible to earn the accurate and exact information to determine the strategic campaign that will be implemented. The quality of situational analysis need to be considered in public relations campaign.

In the research, the public relation practitioners need to do the research by analyzing three areas which are analyzing the environment, analyzing the organization and also analyzing the stakeholder.

· Objectives

The second element of public relations campaign is set the objectives of the campaign. The objectives will show the outcomes of the campaign rather than the input of the campaign. The objectives also present the realistic views that the organization wants to accomplish. Creating the public relations objectives also necessary in public relations campaign

because will give the direction for public relation officer in planning the campaign and evaluation stages.

According to Gregory (2000, p.84) the public relations objectives may be presented to : Give the understanding, overcome the misunderstanding, create the awareness, inform, develop knowledge, displace prejudice, encourage belief, confirm a perception

Gregory (2010) showed that there are four terms in setting the objectives that will ensure those objectives are organizational and deliverable. The first term is keep in accordance with the organizational objectives, or at least the campaign support the organizational objectives. The second term is to ensure that the objectives still inside the public relation field not outside the public relation field. The third term is create the achievable objectives. It would be better to create the simple objectives and succeed to reach that, rather then create the complex objectives but fail to reach those objectives. The last term prioritizing the objectives that can enable the planners to see where the major effort is to be focused.

The good campaign is the campaign that has SMART objectives that contains of : Specific, Measurable, Achievable, Relevant and Time based (Tench and Yoemans, 2006)

·   Publics

The next element in public relations campaign is public. In creating the campaign, the public relation practitioners need to determine the publics of their campaign clearly.

James Grunig points out that there are four kinds of publics. Non-publics, latent publics, aware publics and active publics. Non-Publics is the people who don't face the problems or the situation and they have no impact to the organization. Latent Publics is the people who face the problems or situation, but they fail to recognize it. Aware Publics is the people who recognize that they are involved in a problem or situation but they don't communicate it with other people and active Publics is the people who communicate and managed to do something to solve the problems.

Furthermore the active public can be dispart into three categories :
- All-Issue Publics : the people that are active on all issues and affecting an organization. For example, the public that might be opposed to the organization in principle and try to disturb all its activities.
- Single-Issue Publics : the people that are active on the certain issue. Those public might not against the organization but will oppose any activity that is contradictory with their viewpoint toward the particular issue.
- Hot-issue publics : the people that involve in the certain issue and have the wide public support and usually get the wide media coverage.

PR practitioners also can identify the public based on three characteristics, 1) Demographics, to know the gender, age, income, marital, social status and the education of the targeted publics. 2) Geographics to indicate where to find the targeted publics by using the zip codes, telephone area codes, city limits and country line, and 3) Psychographics : To understand the lifestyle, values, attitudes, beliefs of target public that relate to the achievement of the public relations campaign (Cutlip, Center & Broom, 2000, pp. 383-384).

Not only that, defining the primary and secondary publics also necessary. The primary publics is not the "general public", the primary publics are those who can directly affect the organization, they have the high interest and high power in the situation. Meanwhile the secondary publics are the publics that still the people who also have a big interest on the certain situations but will not be affected by the decision of the organization.

The PR practitioners also should know that reaching the non-public that won't give the big impact to the campaign will waste the money and time

To make the campaign more effective, after determine the public of the campaign, the next step that the organization needs to do is decide the best media that will suit for each public. By identifying the public also

can give guidance in selecting the right strategies and tactics to reach the public effectively.

· Messages

Another basic element in public relations campaign is messages. Messages have been defined in public relations context as the information that the organisation want their target publics to know (Mahoney, 2008) The reason why messages are important for public relations campaign because messages are the part in attitude forming process furthermore messages also show the effectiveness of communication. In making the campaign, PR practitioners have to create the interesting message to be able to encourage the public to expose the messages that a public relations campaign has.

David Ogilvy, the guru in advertising industry suggest the "magic words" that can be used as the headlines or the slogans that can increase the possibilities to attract the public's attention. Those "magic words" that can use such as new, free, save, and win (Matara & Artigue, 2000, p.71). Meanwhile Courtright and Smudde (2010, p.66) expanded this and suggested that "key messages" were a component of strategic communication plans, and state that the key messages are contained of two basic things. The first one is a "theme, thesis or slogan" which become the only idea where all the communications revolve, and the second is the copy points that functioned as the basic proof for detailed arguments for those theme/thesis/slogan.

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PR practitioners work in the field that seems to trust that 'key message' have the power to do the certain things. But in addition, the attitudes and the behaviour of people only change after facing many rounds of messaging (Moloney, 2006) and Wilson (2001) states that the messages will be useless if they can't deliver the specific message to the targeted public with the intention that those public will help the organization to meet their objectives and complete the organization's missions (p.217)

·   Timetable

Another essential elements of public relations campaign is timetable. Timetable is a schedule that have to established in public relations campaign. It is true that as a public relation practitioners there are two things that are certain in their life. The first thing is that there's never enough time to do everything that needs to be done - the task and the possibilities in taking the action will always be greater than the time available. The second is the fact that as the PR practitioners, their tasks will always related with many people and coordination of several departments, that's why it always takes the longer time to finish all the job. Setting the deadlines will help the PR practitioners to manage the time effectively to finish all the tasks that need to be done.

According to Gregory (2010) there are two key factors that connected one each other and must be observed while creating the timetable. The first key factor is the deadline must be agreed upon every party to ensure all the task can be done in the promised deadline. The second is

the right resource needs to be allocated so that the tasks in hand can be completed.

Wilcox, Ault, Agee and Cameron (2000, p. 153-154) stated that there are three aspects of timing that are important to finish the public relations campaign : 1)Determine when a public relations campaign should be conducted. Public relations campaign should be held according to the targeted audience situation. 2) Specify the proper arrangement of activities sequence. Public relations practitioners have to determine the various activities sequence while making the public relations campaign. 3) Arrange the list of steps that must be completed. A PR practitioners have to arrange the list of task and equipped with the completion dates for each task so that all the task can be completed according to the deadlines that PR practitioners already set.

·   Budget

The next elements after planning and set the public relation activities that is going to conduct, the organization must allocate the budget for the activities properly so the PR practitioners can operate the activities effectively. Seitel (2001, p. 182) stated that, there's no organization can be succeed without having the realistic budget. Meanwhile the public relation activities also must process the budgeting very discipline.

There are three steps for managing the budgets. The first step is set the important resources for implementing a public relations campaign such as human, time, material and equipment. Second, determine the

quantities of those resources that will be used. The last one is estimating the costs of the resources.

Furthermore, the PR practitioners also need to consider the advantage and disadvantages of various media in order to prepare the budget properly. Allocating the budget effectively doesn't mean that we spend the least amount of money, but as the PR practitioners we should consider the media that can access the target audience.

· Evaluation

The last element of public relation campaign is evaluation. Evaluation is the systematic measurement of a campaign's effectiveness. After held the public relation campaign, the PR practitioners should evaluate the result of the campaign and compare it with the stated objectives of a public relation campaign. PR practitioners will be the one who can give the information regarding the success of the campaign to the clients.

According to Professor Frank Wylie, professor at California State University, mentioned about evaluation that "We are learning what we did right, what we did wrong, how much progress we've made and, most importantly, how we can do it better next time" (Wilcox, Ault, Agee & Cameron 2000, p. 192). However, Watson's research showed that most PR practitioners use evaluation techniques to present information rather than to improve campaign in the next time (Gregory, 2000, p.140).

Measurement in public relations campaign provides several useful information. Wilcox, Ault, Agee and Cameron (2000, p. 1993) say that there are three levels of measurement. The first level is compilation of message, distribution and media placements. The second level is the measurement of audience awareness, comprehension and retention of the messages. And the last level deals is the measurement of attitudes change, opinions and behaviour.

Furthermore, PR practitioners must recognize that evaluation criteria should be realistic, credible, specific and in line with the client or employer expectations. The systematic evaluation future the campaign can be improved.

1.1.2   The characteristics of successful campaigns.

The successful campaign can be indicated in many characteristics. According to Newsom, Turk and Kruckeberg (2004, pp.3012-303) there are five characteristics of in a public relations campaign make PR practitioners gain the trustworthy information so in the successful campaigns :

·   Educational : The organizational should publicize information which the public have not known before including giving the different information or procedures in issues that the public have already known

·   Engineering : This characteristic has the effect to change the human behaviour. Engineering deals with

the means that are convenient for the public to do something that the organization wants them to do

· Enforcement : this characteristic encourage the public to be more aware of the importance of the campaign that leads to change human behaviour. Not all campaigns could reach the success in leading to change the human behavior.

· Reinforcement : It means that the public can see the value of the campaign itself and the amount of the public that agree with the campaign are increasing.

· Evaluation : at the final stage of public relation campaign, the evaluation stage will help the PR practitioners to examine the campaign's success and compile the information regarding the effectiveness of the media and the impact of the campaign in changing the public's attitude and behaviour.

1.2 Non-Government Organization

Non-Government Organization is the group or the nonprofit association that have the activities outside the institutionalized political structure. The goals that become the interest and the goals of the organization's member endeavored by do the lobbying, persuasion and the direct action (Ririen, 2009)

The NGO usually get some of their funding from private sources. The more performance and the productivity that produced by a NGO, the

bigger advantages that the society can feel, then the fundings that flow in those NGO will be bigger. That is one of the way for donors to show the trust for that NGO (Ririen, 2009)

Candra (2009), World Bank divided the NGO into 2 groups which are the operational NGO and the advocacy NGO. The operational NGO is the main goals of this NGO are to design and implement the development project. This group move the resources in financial forms, material or the volunteer staff, to run their projects. This process usually need the complex organization meanwhile the advocacy NGO have the main goals to maintaining the certain issues and work to influence the policies and actions from the government regarding those issues. Contradictory with the operational project management, basically this organization attempted to increase the awareness and the knowledge by do the lobbying, press activities and the other activist activities. This NGO work by advocacy or the campaign regarding some issues. This organization run the function that almost the same with the operational organization but with the different level and composition.

The characteristics of NGO according to Abidin & Rukmini in Zulfan (2008) : Independent, means that the NGO doesn't affiliated into the certain political power. Second is non-profit, means the organization doesn't looking for the profit and focusing on the importance of society,

·   Voluntary, provide more time for the importance of the society.

·   Non-bureaucratic, not through the complicated
        procedures
·   Small community, only consist of a few people, can
        be seen from the structure and the scope.
·   Born and close with the lower society.

According to Philip Elderidge (1995) in Zulfan (2008) propose three models of NGO relationship with the state, based on the NGO orientation in execute their various activities.

The first one is high level partnership : Grassroots Development, this kind of characteristics marked by the very participatory relationship that prioritize the activities that related with the development rather than the activities that advocacy, have the less interest on the political things but still have the big attention to affect the government's policy by always maintaining the support in the grassroots stage. The second model is High Level Politics : Grassroots Mobilization, this kind is tend to only active in political activities that generally advocacy especially in supporting the awareness raising in the community level. And the last model is Empowerment at the Grassroots, this kind if characteristics tend to focusing the attention in the community empowerment in the grassroots level and don't have the intention have a contact with the government and generally don't want to involve in the activities with the big scale.

Every organization also need to evaluate their work performance in order to be able to achieve their goals and also improve their performance and credibility. According to Mahsun (2009) in Wirasata (2010) the meaning of organization performance that taken from the various literature can be generally defined as the description of the achievement level from an activities/program/policy in actualize the organization's target, goals, mission and vision that stated in the strategic planning of an organization.

Meanwhile according to Mahmudi (2010) in Wirasata (2010) the organization performance can be defined as the construction that tend to be multidimensional and the measurement is really depend from the complexity of the factors that forming and influence it. And those factors can be divided into 5 factors, the first factor is the personal/individual factor that involve the knowledge, skill, self confidence, motivation and the commitment that every individual have. The second factor is the leadership factor that involve the quality in giving the support, spirit, the instruction and the spirit that given by the manager or the team leader. The third factor is the team factor that involve the quality and the spirit that given to the partner in one team, the trust between the team members, the compactness and the closeness of each team members. The fourth factor is the systematic factor that involve the work performance, the work facility or the infrastructure that given by the organization, the organization process and the work performance culture. And the last factor is the

contextual/situational factor that involve the pressure and the external & internal organizational environmental change.

To figure out the organizational performance, every organization must have the success criteria that consist of the certain targets that want to be achieved, where the level of achievement of those targets based on the certain concept that the validity has been tested in taking the measurement of organization work performance. Brahmasari (2008) stated that performance is the achievement of the organization purpose that can be in the shape of quantitative or qualitative output, creativity, flexibility or the other things that the organization wanted.

1.3 Communication Strategy

To understand more about communication strategy, we need to know what the definition of communication and strategy itself is. According to West (2008) communication generally defined as the relationship or the activities that related with the relation matters and we also can be defined as exchange the ideas. Communication also can be defined as the contractual relationship between human both individually and in groups. Meanwhile according to Wibowo in *Perilaku dalam Organisasi* (2013:241) stated that communication is the information exchange between the sender and the receiver, and taking the conclusion as the perception on the meaning of something between the involved individuals.

Furthermore, according to Byrne that quoted by Brannan (2005: 2) defined strategy as the basic pattern of the target that is running and focused, deployment of the resources and organization interaction with the public, competitor and also the environmental factors.

From the definition above we can figure out the definition of communication strategy itself. According to Littlemore (2003:1) in the *Communicative Effectiveness of Different Types of Communication Strategy* communication strategy is the steps that must be taken in order to improve the communication effectiveness. While Effendi (1993:301) stated that communication strategy is the combination between communication planning and the communication management to achieve certain goals. To achieve those goals, communication strategy must shows how the tactical must be done operationally, and we also can say that the approach can be different at times depend on the situation and condition

Communication strategy both macro (planed multi-media strategy) and micro (single communication medium strategy) have the multiple function. The first is to spread the communication message that informative, persuasive and instructive systematically to the target to get the optimal result. And the second is to bridging the cultural gap that caused by the ease of obtained and operationalized of mass media that is so powerful, and if if left unchecked it will damage the cultural value (Effendi, 1993:300)

R. Wayne Pace, Brent D. Peterson and M. Dallas Burnet in his books *Techniques for Effective Communicatio*n as quoted by Effendi (1993 :35) stated that the central goals of communication activities consist of three main goals which are : to secure understanding, to establish acceptance, to motivate action. The first is to "to secure understanding" is to ensure that the communicant understand the message that they receive. When they already understand and can receive the message well so the next step is the receiver must be directed "to establish acceptance" and in the end is "to motivate the action." therefore, the people that take the role as the sender will also determine the successes of the communication. In this relation, the source credibility factor of the communicator hold the important role. This credibility term is a term that show the integrated value of expertise and feasibility that is trusted.

Furthermore, Cutlip (2007: 392-407) confirm that to make communication and to practice the communication strategy easier, so we need to know the tactical steps of communication strategy to achieve the wanted goals. The steps are divided into 7 steps.

The first step is to frame the message, the first principle in framing the message to communication is knowing the client's or the employee's perspective and the problem situation. The second principle is knowing the needs, importance, and the attention from the targeted public. The

effective communication must be designed to fit the situation, time and the audience.

The second steps is semantic, semantic is the knowledge about the meaning of the words. Language always change, that's why in communication we need to understand the meaning that we are going to use to deliver the message so it can be easier to understand.

The third steps is symbol, communication isn't only about semantic, communication also use the symbol and stereotype. Symbol offer the dramatical and direct way to communicate with a lot of people in the long communication path. Symbol already use in the beginning of the history to deliver the complex message.

The fourth step is the barrier and stereotype, there will always a barrier to deliver the message between the communicator and their audience. There are social barrier, age barrier, language and vocabulary barrier, economic and politic barrier and also the race barriers and there are the barrier that often forgotten which are the ability or the willingness of the audience to absorb the message. With the limited access and with some confusing information, people really depend on the stereotype. The specific and significant impression become something that really general.

Fifth step is put everything in the campaign. Hyman and Sheatesley mentioned the main reason why many organizational campaign

canceled such as : there are many people that really stubborn and really difficult to talk to even with the strong information, the people who get a lot of information is the people who have the interest with those information, people tend to search the information that suit with their attitude and avoid the information that aren't suit with their attitude, the information doesn't always change the behaviour-the perspective or attitude change after receiving the information might be influenced by individual predisposition.

The sixth step is spread the information, the effort to make the ideas or the innovation can be acceptable not only by giving the information to the audience through mass media or the internal publication. Communication must be directed to the right target, not spread to all direction.

And the last steps is reconsider the process, the three elements that exist to all the communication effort are sender sources, message and the target or receiver. The communication failure can involve one or more from the these three elements. The effective communication need the efficiency in every side from this three elements. Communicator must have the adequate information, communicator must have the credibility in the eyes of the receiver, communicator must be able to deliver the information in the way that the receiver can understand.

1.4 Instagram

Nowadays, social media have an important role to individuals and organization in this society. With the communication technologies that grow so quick, social media become the main tools in the society lifestyle (Berstrom & Backman, 2013). The various social media such as Facebook, Instagram, Twitter etc, already known and used by people all around the world with the various need. According to Endres (2013), most of the teenager around twelve years old, already have the social media at least one.

With the sustainable communication development, people start to change the way they interact with the other people (Baisa & Thoyib, 2012). Interacting with other people, making contacts will become more comfortable by using social media service (Bergstrom & Backman, 2013). It is because social media networking focuses on building the relationship first, with almost effortless way but still effective.

Instagram is the social media platform that founded in 2010. It is the mobile application for smartphone that available and can be download from App Store and Google Play for free (Bergstrom & Backman, 2013). Instagram is the social media that particularly use to share photos and videos and up to now, Instagram already become excellent and effective communication and marketing devices that show products with the visual descriptions. That's why Instagram become the useful networking platform to both individuals and companies. Although Instagram just founded in 2010, but this application already grown rapidly. In fact,

Instagram was estimated had more than 100 million users in 2013 with around four billions photos were uploaded in Instagram itself. Abbott et al., 2013; Salomon, 2013 stated that Instagram can reach the youth generations can attract more diverse societies rather than the other social media platform and according to Salomon (2013), the youth nowadays spend their time more on using Instagram then Facebook. It's probably because the young smartphone users are more encouraged to taking picture with their smartphone and share it with their society instantly (Abbott et al., 2013).

2. Method

There are two methods in conducting the research namely quantitatives and qualitatives methodology research. The differences between both of the methods is qualitative research uses number to interpret the data, meanwhile qualitatives uses words to interpret the data (Daymon & Holloway, 2011). Creswell (2003) stated that "qualitative research is largely inductive, with the inquirer generating meaning from the data collected in the field." Furthermore qualitative method can be useful in the research when the researcher want to collect the general idea from the subjects and it aims to explore, interpret and describe the situation. The benefit in using qualitative methods according to Craswell (2013) are :

- It gives the detail point of view from a few people
- The voices of the participant in the research can be heard
- The participant's context can be understood
- This method is build based on the participant's perspective not the researcher

In this research, the researcher will use qualitative research method to figure out the answer based on the research question that mentioned above and interpret the data through the coding process that based on in depth interview. Furthermore the researcher applied case study as the research approach. According to Daymon and Holloway (2011), the case study investigation usually related with the location intensive research, organization or the campaign.

This research method was chosen because the researcher believe that qualitative research is the most appropriate method to understand the communication strategy that this organization use in executing the 'Dog Meat Free Indonesia' public relations campaign.

2.1 Research Approach

In this research, the researcher will use case study approach. According to Daymon & Holloway (2011), the research that use case study usually connected with an intensive research of a location, an organization and the campaign. This research's goals is to describe the campaign's in an organization, that's why this research will use study case approach to dig the information.

According to Singh (2010) the benefit of using case study approach itself are :

- Expose the real life situation of the informants
- Simplify the complex concept
- Adding more value to the informants by real subject discussion
- Improving the analytical thinking, communication, expand the tolerance of the different perspective
- There are a lot of solutions from the study case references.

2.2 Research Paradigm

In this research , the researcher will use the interpretative as the research paradigm. The purpose of this research paradigm is to study

and understand the live experiences of human being that the process of research and interview is in a natural setting where the informant do their living (Kawulich, 2012). Thomas (2010) expands that interpretive paradigm concerned with understanding the world as it is from the subjective experiences of individuals. Kivunja & Kuyini (2017) defines interpretivist paradigm as a study that put an effort into the 'head of the subject that being studied' which means this paradigm is used to understand and interpret what the subject thinking and the meaning they making to a particular context. Generally, interpretivist paradigm emphasizes that research is basically conducted to understand the reality of the world as it is (Ludigdo, 2013).

2.3 Data Collection

2.3.1 In -Depth Interview

An interview is one of the important qualitative research method where the researcher collects the data straight from the participant, that aim to get the extract information from the participant. Furthermore the in-depth interview are known as one-on-one method to extracting the deeper insight and more perspective of the certain information.

In an in-depth interview, the researcher will guide the conversation with the audience in the long discussion gently, and in the same time lead the prepared question also following the person who are being interviewed through active and reactive listening (Rubin and Rubin, 2005:4)

(Boyce and Neale, 2006) stated the characteristics of in-depth interview are described as follows:

- The interview question must be created with the significance words to avoid the informant facing the difficulties in answering the question. It's an open-ended question and the researcher must not ask the leading question

- The interview will be conducted with semi-structured format where the question will flow according to the informant's answer, but the researcher must ensure that the question still stick and related to the topic

- The goals of this in-depth interview data collection is to gain the understanding and interpretation from the informants

- In this interview the researcher will tape-record the answer from the informants and the researcher can take some notes during the interview process.

In this research, the researcher used in-depth interview to dig the deeper information from the informant, since the information that needed must come directly from the informant that directly related with the organization and know what's going on within the organization itself.

2.3.2 Documents

The document analysis is the systematic procedures to review and evaluate the documents. The analysis documents will come from both of printed and electronic data. The purpose of this document analysis is just like the other qualitative research analytical, where the data is

checked to gain the meaning and understanding and develop the empirical meaning. The documents are consist of text and the images that recorded without the researcher's interference (Corbin & Strauss, 2008; see also Rapley, 2007)

In this research, the researcher used the documents as the secondary data to support the statement from the informant. The documents collected from the DMFI's official Instagram. The data collection will use purposive sampling as the guidance to determine the category of the data that collected from their Instagram. Between all of the Instagram posts that DMFI uploaded in their Instagram, the researcher chose four posts and determine four categories to analyze the documents.

The first category is the post that start off the posts of DMFI, here the researcher will choose one of the post that represent the first post that DMFI posted, to analyze how DMFI formed the message to the publics and to increase the awareness. The second category is the posts that represent the facts of what is actually happening in this issue, here the researcher want to analyze how DMFI constructed the message and delivered it to the public about the current situation of the issue. The third category is the posts that represent some piece of the video that DMFI posts on youtube, here the researcher want to analyze what is the message that they want to constructed to the public from the videos. The last category is the post that represent the news that covering about DMFI itself, the news about the progress that DMFI gained, and what they want to deliver to public from this kind of posts

2.3.3 Informant's Criteria

In collecting the data regarding the communication strategy that 'Dog Meat Free Indonesia' use in execute their campaign, the researcher conducted the interview with one informants. And the criteria of the informant described as below :

- The informant should be the member of 'Dog Meat Free Indonesia' who handle the social media of DMFI especially Instagram.
- There is no age and gender limit.

2.4 Data analysis techniques

The data that collected from interview with the informant as the primary data and the observation through 'Dog Meat Free Indonesia' Instagram as the secondary data, the materials that used focused on the verbal aspect from the caption that they used and the visual aspects from their photos and the piece of videos that they posted.

through the analysis process which are transcribing, organizing the data, coding and categorizing, interpreting and evaluating the data (Holloway,2011)

Figure 1 Source: (Daymon & Holloway 2011)

2.5 Coding Process

According to Saldana (2015), code in qualitative research can be defined to a word or phrase that set the identity symbolically , essence-capturing, and taking the data with the language and visual basis. Usually the data are collected from the interview transcript, journals, documents, field notes observation, websites and etc. Meanwhile Gibbs (2007) as cited in Cessda Training (2019) explained the definition of coding as the method to identify the data that analyzed by the researcher with making the categorize based on the text. In this research, the researcher will use the manual coding. As stated by Saldana (2015), the contains in code are activities, perception and the tangible documents from the data that recorded from the informant.

2.6 Conceptual Framework

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                    ┌─────────────┐
                    │     NGO     │
                    └─────────────┘
                           │
                           ▼
        ┌──────────────────────────────────────┐
        │       COMMUNICATION STRATEGY         │
        └──────────────────────────────────────┘
                 │                    │
                 ▼                    ▼
        ┌──────────────┐      ┌──────────────────┐
        │   PUBLIC     │      │   GOVERNMENT     │
        └──────────────┘      └──────────────────┘
                           │
                           ▼
        ┌──────────────────────────────────────┐
        │             AWARENESS                │
        └──────────────────────────────────────┘
```
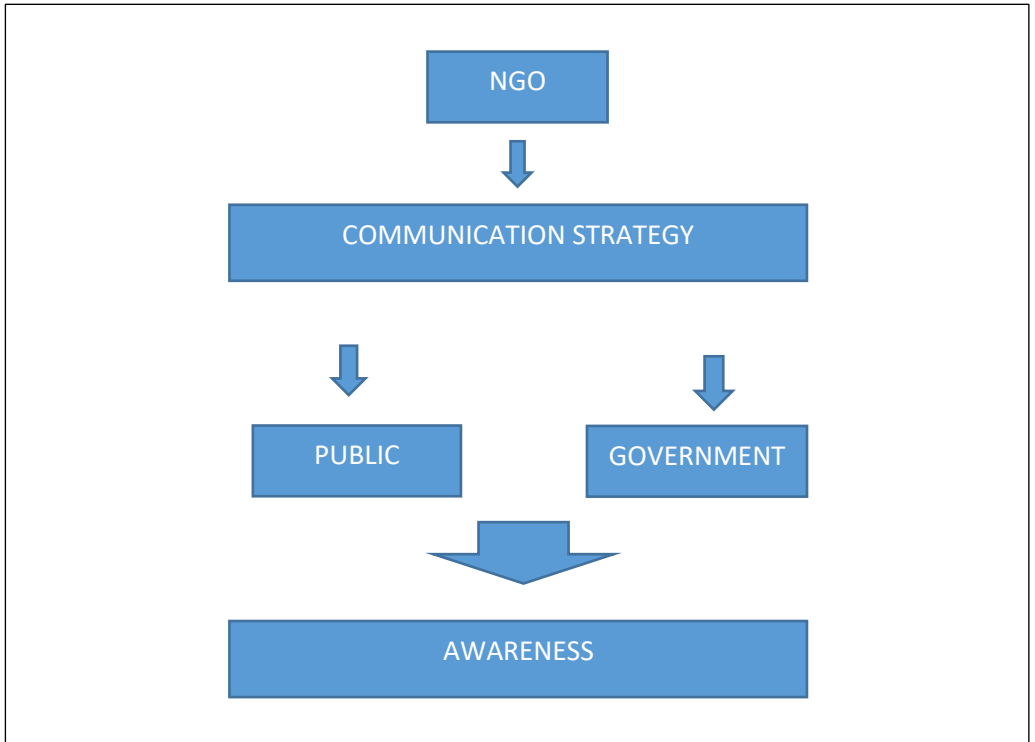
3. Result and Discussion

In this chapter, the researcher will describe about the result and discussion of the research which discuss about the communication strategy that 'Dog Meat Free Indonesia' use to engage the public to make the behavioral change. The researcher conduct the interview with one of the 'Dog Meat Free Indonesia' team that in charge directly in their social media.

Here are the information of the informant that interviewed by the researcher:

Name   : Aya Diandara

Age   : 27 years old

Position   : Creative Campaign Coordinator

The researcher used qualitative method with case study approach and this interview question aimed to fulfill the research objective of this research. Besides doing an interview with the informant, the researcher also collect the data from 'Dog Meat Free Indonesia' official Instagram to support the data of this research.

3.1 Result

As the result, the informant describe 'Dog Meat Free Indonesia' as a coalition where some organization that focusing on animal welfare domestically or abroad which are Jakarta Animal Aid Network, Animal Friends Jogja, Change for Animal Foundation, Humane Society International, Four Paws and also Animal Asia. All of this organization gather together and unite their power to do the movement in a national scale which is to make Indonesia free from dog meat consumption and

free from dog meat trade, and this become the main goals of this campaign.

As what stated from the informant, the main target of this campaign itself is to approach the government in this case the president, the related ministry, the related social service, the local government to look after the current legality and law enforcement in Indonesia. Before they 'pushing' the government with the cruel facts of dog meat trade, of course they already did the long investigation to collect the valid data to make them able to explained what's actually going on with dog meat trade. While 'Dog Meat Free Indonesia' is trying to reach the government, they also try to reach and engage the public in their campaign, because they do believe in 'people power' since the beginning of this campaign. It's proven by the statement by the informant that said ".....in the beginning of this campaign we also involve the society in the national scale by signing 1.000.000 petition…." this is also become one of the way to reach the government and to make government to 'take a glance' upon this issue from the people power who voice up their aspiration regarding this issue.

Figure 3. Source : DMFI Official Instagram

According to the informant, there are a lot of problems that push them to established this campaign because in fact, people tend to have the mindset where consuming the dog meat is not a big deals since it's already become a traditional habit in several region and culture. That also need to take extra strategy to change this public behavior and mindset. Furthermore, the fact that there's no strong legality and law enforcement regarding this issue although there's already a rule which stated that dog is not a livestock but categorized as a pet that written in *Undang-Undang No 18 Tahun 2012 tentang Pangan*.

Aya Diandara as the informant from this research executes this campaign by holding her ideology about animal welfare. The informant believe that we can't control what other people should eat or what other people should not eat. But still all of us need to be fair in managing what we should eat moreover we've been provided by many other protein source which not categorized as pet. Moving from this ideology, 'Dog Meat Free Indonesia' try to apply the same ideology that they have to the other people.

But to be able to reach and engage the public, all of the organization that unite in this 'Dog Meat Free Indonesia Campaign' or we can say as the NGOs, must do the extra effort and making the strategy to be able to build the trust and communication between them and the public. That's why the way they build the trust and communication is basically by making the interaction. It can be done by regularly updating the progress that they do such as when they meet the government and making any progress or making the workshop and etc.

Beside that, according to the statement from the informant, another way to build the trust to the public is by giving the response of the public's report regarding this campaign. For the example when someone is giving a report that they found a truck that carried the dozens of dogs, although DMFI can't directly handle this kind of report but they still make an action by contact the related public service and those public service will taking a further action, and this action will give a good

impression to the reporters where they feel that their effort to make a report is giving a benefit.

The good impression of one movement will increasing the interest from the public towards that movement, and will open the possibilities where the interested public will spread the information and persuade the other people to join this movement or at least give the insight of these movement and make the amount of awareness toward this campaign and movement increasing. Because to make an impact it need to start from the little things.

Another way that 'Dog Meat Free Indonesia' did to reach the public is by making a program called signing 1.000.000 petition. This program is to encourage and persuade the public to sign the petition which addressed to president for making the strong law enforcement regarding this issue. This program can be called as one of the succeed way to engage the public because it's already proven where they can reach those 1.000.000 petition and make this issue as the national issue.

In this modern era most of us involve or use the social media. That's why doing a campaign with making the social media as one of the medium is one of the popular choice. Just like what 'Dog Meat Free Indonesia' also do where they do campaign in several social media like Facebook, Youtube, Website and Instagram. 'Dog Meat Free Indonesia' use Instagram as their primary media since Instagram is the famous social

media nowadays and most of people have Instagram and we can reach them easily from Instagram.

But to be able to reach this level, 'Dog Meat Free Indonesia' already faced many obstacles such as the rejection from the certain social community , or the negative comment and criticism from the public with the tradition and habitual excuse. Moreover, it's quite difficult to reach the government because the government tend to think that the animal issue is less "sexy" issue.

As a campaign, 'Dog Meat Free Indonesia' set the indicator to measure their campaign not only by the awareness that increasing from the publics but they also measure their successfulness by looking the new institution that focusing on animal welfare appears and there are a lot of change from many side in our daily life especially from the government regarding the law enforcement and regulation in Indonesia

3.2 Discussion

After receiving the information from the informant regarding the communication strategy that 'Dog Meat Free Indonesia' use to engage the public to make the behavioural change, and the researcher is going to discuss it here.

When we look the vision and mission of 'Dog Meat Free Indonesia' we can proof that this campaign is truly a program of a NGO according to

the definition of NGO based on Ririen (2009) Non-Government Organization is the group or the nonprofit association that have the activities outside the institutionalized political structure. And the goals from this organization to do the lobbying, persuasion and the direct action to their targeted public. 'Dog Meat Free Indonesia' itself is a campaign that conducted by several NGOs that don't aim to gain the profit but making the movement and transformation.

As an organization who conduct the public relation campaign, 'Dog Meat Free Indonesia' categorized as persuasive campaign because they not only informing their target public but also persuade them to have the same perspective and making the behavioural change in some way and this fact proof the statement from Gregory (2010) that discuss the three types of public relation campaign which are informative campaign, persuasive campaign and dialogue-based campaign. This campaign also established with the careful planning based on the elements in public relation campaign such as doing the situation analysis research, set the campaign objectives, set the main target, create the message of this campaign, set the timetable, making the budget of the campaign and doing the evaluation.

In creating the message in this campaign, 'Dog Meat Free Indonesia' use Instagram as one of their media. For the Instagram itself, 'Dog Meat Free Indonesia' already able to reach a big amount of public by gained the followers more than 10.9k followers and already posted 154 pictures in their Instagram feeds.

Figure 4. Source : DMFI Official Instagram
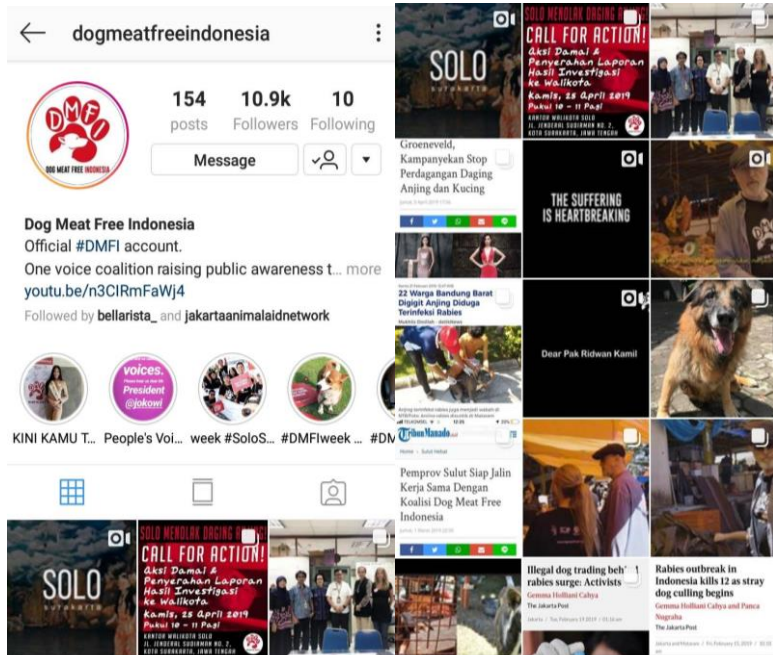
For the example like the posts in the figures below, the figures are some of the DMFI's posts in their feeds

Figure 5. Source : DMFI Official Instagram

Official '#DogMeatFreeIndonesia' Campaign Launch Tomorrow!

On 2nd of November, we will officially launch our international Dog Meat Free Indonesia campaign, calling for an END to the dog meat trade nationwide at a press conference in Jakarta!

We will be revealing our investigative findings as well as our campaign film, produced by the wonderful Environment Films, featuring very well-known international celebrities, alongside our wonderful Indonesian celebrity supporters, Chelsea Islan, Sophia Latjuba and Gamaliel Tapiheru!

Stay tuned as tomorrow we will be sharing the video & updates & we need YOUR help to spread the word & calls for action!

-

Peluncuran #DogMeatFreeIndonesia Official Campaign akan digelar besok!

Pada 2 November #DMFI akan meluncurkan kampanye nasional mengenai ajakan untuk meniadakan perdagangan daging anjing melalui konferensi pers di Jakarta.

Penayangan untuk pertama kalinya investigasi yang dirangkai dalam film kampanye, berkolaborasi dengan selebriti internasional yang juga didukung penuh oleh selebriti tanah air yang luarbiasa. Chelsea Islan, Sophia Latjuba dan Gamaliel Tapiheru!

64 likes
dogmeatfreeindonesia (1 November 2017)

This feed is one of the first post in DMFI's Instagram feeds when they started to make this campaign. Here they posted the e-poster using the picture of the dog that put in the sack with its mouth tightly tied with the sorrow eyes looking into the camera. This dog picture is one of the dog that became the victim in the cruelty of dog meat trade in Indonesia. By using the low saturation color, this post want to create the message to describe the sadness that experienced by this dog. This post is the post to give the information to the public that this campaign is going to operated soon. People will tend to interest to dig more information when see something 'tragic' just like this picture, and when people interest on something they will dig the information regarding this and

they can find the brief explanation about this campaign in the caption on this picture.

Figure 6. Source : DMFI Official Instagram

Same thing goes with this post also, this close up picture of a dog in the rusty cage that give a sorrow eyes and we can see there are some blood spot in its face. Again in this post, DMFI want to create message to the public which want to explain this dog meat trade that happened in Indonesia. Here they keep telling the public the cruel fact behind this dog meat trade and in this picture they highlighted the situation of dog meat trade in traditional market of Tomohon which become one of the biggest region who consume dog meat trade in Indonesia. Here DMFI want to shape the mindset to the public by giving the facts that presented in every posts in their instagram.
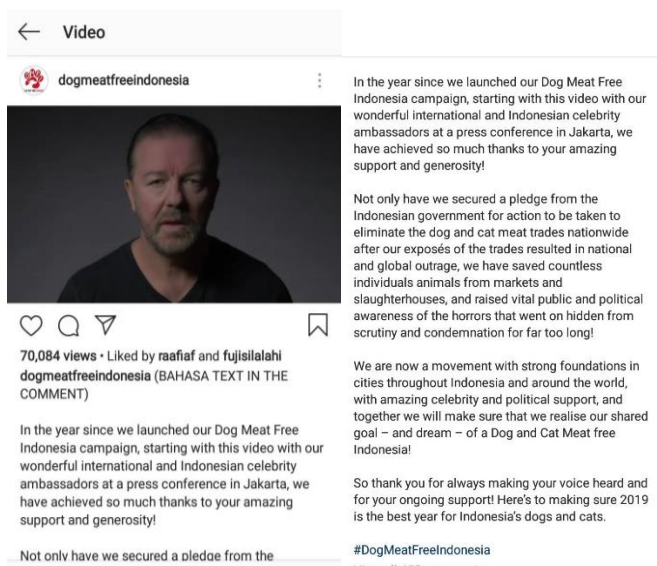
Meanwhile in this Instagram post, DMFI put the piece one of their video campaign that called as "I didn't know" this video want to deliver the message about the fact of cruel dog meat trade in Tomohon, where the dogs stolen and treated so bad before they finally arrive in the slaughterhouse. Here 'Dog Meat Free Indonesia' want to open up the public's eyes toward this issue. One of the strategy that they use in this video is cooperate with some of public figures from outside and inside country such as Gamal, Chelsea Islan, Ricky Gervais and etc to be able to reach more public especially those public figures' fans. Included with the caption that also give the brief explanation and describe the facts in this campaign. The purpose of this video is to gain 1.000.000 signed petition to reach the president and to provoke the president to be more aware of this issue. Public can see the full version from this video by directly

access their youtube channel, but since DMFI themselves considered Instagram as their primary media, the way they deliver the full message from this video is by utilize the caption section in Instagram.

Figure 8. Source : DMFI Official Instagram

In the figure above, 'Dog Meat Free Indonesia' want to deliver the message which tell the progress and the achievement that they had where they succeed to approach the provincial government in North Sulawesi to cooperate with 'Dog Meat Free Indonesia' in making the movement and make the behavioural change to the local community. The figure above is as one of the representation in DMFI's posts in

Instagram that discuss and share about their interaction with the government to gain the support from the related government.

All of the things that 'Dog Meat Free Indonesia' did already meet the central of communication activities which consist of three main goals. First is to secure understanding, here 'Dog Meat Free Indonesia' also give the understanding toward the cruelty of dog meat trade in Indonesia, and give the understanding that we need to cooperate to stop this issue. To give the understanding, they conduct some events such as DMFI weeks, workshop, giving education, uploading the investigation video and etc. The second goals is to establish acceptance, here from all of those activities, 'Dog Meat Free Indonesia' succeed to make their ideology accepted by a lot of people and the last goals is to motivate the action that achieved by the amount of people who support this campaign and participate in this movement.

In this campaign, they use several which are, youtube, facebook, instagram and using the website. They use Instagram as their primary data because they think that nowadays instagram is the very famous social media and can be reach easily because there are a lot of instagram users and this answer can proof the statement from Bergstrom & Backman, (2013) that said "Instagram already become excellent and effective communication and marketing devices that show products with the visual descriptions. That's why Instagram become the useful networking platform to both individuals and companies. Although Instagram just founded in 2010."

As the indicators of campaign successfulness, based on five characteristics in a public relation campaign successfulness that stated by Newsom, Turk and Kruckeberg (2004, pp.3012-303), we can observe this campaign using this five characteristics :

- Educational : This campaign already giving the information or the new insight that not familiar in public before.
- Engineering :This organization give the effect to change human behaviour and convenient public to do the same things.
- Enforcement : This organization already encourage the public to be more aware on this issue along with the behavioural change.
- Reinforcement : This organization can give the positive value of their campaign and the amount of public that agree with this movement are increasing.
- Evaluation : Here the organization measure their successfulness by compiling the information regarding the effectiveness of the media that they use in reach the public.

One of the indicator that 'Dog Meat Free Indonesia' set is the behavioural change from the publics and government. And they can categorized themselves as the campaign that already started to meet their organization success indicator by the behavioural change from the public for the example when 'Dog Meat Free Indonesia' got the report from the netizen where they found some stores who sell dog meat in

Go-Food or Grab-Food. After DMFI send the letter to those side, DMFI got the good response from Go-Food and Grab-Food and committed to support DMFI by deleting the stores who sell dog meat free in one their partner in this service, and this fact is according to the informant statement.

Also happened to trip advisor which decided to delete traditional market in Tomohon as one of the tourist destinations, because the cruel dog meat trade and the other cruel animal trade or animal exploitation like dancing monkey, dolphin circus and etc also give the impact with the tourist interest to Indonesia.

Another example of behavioral change that happened is the good response of some government which stated that they committed to support this movement. And from the national scale itself, this issue has already become a national issue because of the 1.000.000 signed petition program which made DMFI reach the president from the people power.

4. Conclusion & Recommendation

This chapter includes the explanation of conclusion in this whole research and also put the recommendation for the organization and the future research.

4.1 Conclusion

In doing the public relations campaign, the way to make those campaign known by public and engage the public is by creating the right communication strategy after passing the investigation process towards the issue, select the target of the campaign itself, and of course choose the right media in executing the campaign. And the amount of people awareness will determine the success of those campaigns. One of the most important communication strategies in conducting the campaign is making the interaction with the public, gain their trust by spreading the facts and the understanding regarding the campaign and of course offer the solution and giving the explanation of the impact from those solutions.

Especially if a campaign need to reach the government, the communication strategy that can be used is by rely on the public power since public voice have a strong power to reach the government. Because it's not easy to reach the government without the help from people power. The interview that was conducted by the researcher and the answer from the informants already fulfill the data that is needed in finding the answer of the research question

Social media is one of the best communication strategy in engage the public since nowadays almost all of the people in this world have the social media at least one social media, and it's easy to reach them using social media as long as we can provide interesting content in the social media and do the incessant approach to the public themselves.

4.2 Recommendation

I. Academic

In terms of academic, this research will give the deeper understanding especially about communication strategy that have been done by the NGO.

II. Research

For the future research, the researcher recommend to conduct a research to see the perspective from the public.

III. Practical

By conducting this research, the researcher expected that the DMFI side can plan another sustain program for this research and maximize the utilization of the social media.

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Appendices

Letter of Consent

Communication Study Program
Interviews Consent Form

Purpose of the research : To know the communication strategy of 'Dog Meat Free Indonesia' in execute their PR campaign to engage the public and make the behavioral change from the public

What will the informants do in this research : If you decide to volunteer, you will be asked to participate in one interview session. You will be asked several question regarding your experience as a DMFI team member in execute the PR campaign. With your permission I will record the whole conversation and attach your name in my research.

Time required : This interview session will take approximately 30-45 minutes.

Risk : Some question might reveal the secret of this organization, and you have the right not to answer the question if you mind to answer it.

Confidentiality : Your answer in this interview will be kept confidential.

Participation and withdrawal : Your participation is completely voluntary, and you may withdraw this interview at anytime without penalty. You may withdraw this interview by informing the researcher or you may also skip any question and still continue to participate in the rest of research.

You can contact the researcher if you have any question or consideration regarding this research in : Phone (082276265268) : e-mail jeanaliciae@gmail.com

Agreement : The nature/character and purpose of this research are sufficiently explained and I agree to participate in this research. I am understand that I'm free to withdraw without any penalty.

Date : 13 April, 2018

Signature :

Name : Aya Diandara

Interview Question

The question that asked to the informant are listed below :

1.   - What is actually 'Dog Meat Free Indonesia' ?

    - Since when it started ?

    - Who organize this campaign ?

    - Who's the target of this campaign itself ?

2) What is the main problem for you that make you decided to conducted this campaign ? and what is the main goals that you set in this campaign ?

3) What is your ideology that underlying your decision before creating this campaign ?

4) As a NGO, how do you manage your organization to build the communication and trust to the audience and apply the ideology that you hold so then they also can have the same ideology towards dogs like yours ?

5) What kind of things that 'Dog Meat Free Indonesia' already did to reach the target audiences?

6) What are the obstacles that 'DMFI' had while execute this campaign

7) One of the Media that you use is Instagram, why do you think Instagram can be one of the media that can effectively engage the audience ?

8) What are the indicator that you set to be able to call your campaign as the success campaign ?

Interview Verbatim

Researcher : Good afternoon kak Aya, my name is Jean Alicia from President University, today I would like to do the interview for my thesis final assignment with the theme communication strategy of 'Dog Meat Free Indonesia' in engage the public, to make the behavioral change from those public. In this interview I will use semi structured interview that make it possible the new question will appear according to your answer. Also I would like to ask for your permission to tape record the whole conversation for the data for my research.

Informant : Oke

Researcher : The first question, what is actually DMFI ?

Informant : DMFI is a coalition and from the name of this coalition itself clearly listed the program or the movement that we do, which is Indonesia that free from dog meat. So it is the coalition that consist of some animal saviour organization or the organization that focusing in animal welfare domestic and abroad which are JAAN, AFJ, CFAF, HSI, Animal Asia and Four Paws that united their own power to make the change in the national scale to stop the dog meat trade by approaching the government and field approach.

Researcher : Who is the main target of DMFI ?

Informant : Actually the main target for legality and law enforcement is clearly more focusing on the government such as the ministry, the

related official service, the local government and also president. But as the time goes by, beside 'pushing' the government we also try post our investigation video and campaign video to reach the public, so then the public can see what we do and see our campaign progress to the government. Then the public can also spread our campaign information. And by any chance, in the beginning of this campaign we also involve the society in the national scale by signing 1.000.000 petition to reach the president that directly cc to the ministry. So basically our main target are the society and the government.

Researcher : So what is the main problems of DMFI so finally decided to make DMFI ?

Informant : Well actually there are a lot of problems, but the problem that we often face is when people tend to considered this issue as the tradition, so it's hard to change the perception or to stop the tradition, so we need the extra strategy to change or to enter the law enforcement. And the other thing that make it really difficult in Indonesia because we don't have the strong law and regulation, although it's clearly stated that legally dog is not one of the animal to consumed, but in reality there are still a lot of people that consume it even there's a law about it by using the reason because it's already become the tradition in the certain tribe and again, the fact that we found is dog isn't consumed by the certain tribe only or the certain religion but by all tribes.

Researcher : So the goals of this campaign is ?

Informant : Well according to our name, is to make Indonesia free from dog meat.

Researcher : In your opinion, what is the ideology that underlie you and your team decision to make this campaign ?

Informant : Well I think it's more to the animal welfare. Basically I am a vegetarian but like what I said in the beginning, we can't forbid people or ask people to eat something or not to eat something because it's our own choice. But we still need to be fair, if you guys can't be vegetarian, at least consume the other food. We have been provided the other protein source option that legally legal such as cow, chicken and fish. It's not ethical if we eat dog which is as a pet.

Researcher : As a NGO, you guys need to build a trust from the society themselves right ? so how you guys as the NGO to build the trust from the society and engage the society so in the end you can also apply the ideology that you hold to them ?

Informant : For us, from every NGO or organization that incorporated in this DMFI coalition, we already have our own target market, and we already have our own followers with many kind of followers. There are people who already follow us but still lack of understanding regarding our project, also there are people who become the hard line followers. Nah, the way we build the trust is by updating every progress from this

campaign like updating when we have the meeting with the government or maybe we have a workshop and etc. So it's more like making the interaction. We also listen any complaint from the other people related to this campaign and we follow up the complaint in accordance with our capacity and capability.

For the example like, there are a lot of people who give us the report when they found a truck that brings dogs. Well in this case they look up on us although they actually don't really understand that we can't do much in this case. But we still do the follow up by the related ministry or the clan service even though they also can't directly do something but those report will be accomodated. And to do the further follow up we will post it and it will make the person who report the case feel that there's a use when they decided to report this thing and make them to think that their concern is useful.

The other example is there are a lot of reports from the netizen where there are a lot of store that sell dog meat in Grab-food or Go-food, well the people who feel restless about this thing report this to us and then we send the letter to Gojek and Grab side, and in fact they give a good respond and they also give us a chance to do the presentation about DMFI, and they committed to improve their quality control over their food service. Moreover they agree not to sell the dog meat in their service.
This thing already clearly become a good news for the netizen especially the people who report this issue. Because actually

transformation over something start from the little things that done constantly, we can't do the transformation randomly without any strategy.

Researcher : So what are the things that DMFI have done to reach the public, like what are the programs of DMFI ?

Informant : Well actually we don't have any scheduled special program, there is no long term program. We do the action based on the things that we find directly in the field. But when we find any chance, we will prepare it very well before we speak up about those issue.
One example of our activities like when suddenly the ministry of agriculture invite us to meet them and tell us a good news where they want to do the good step to redistributing the circular who prohibiting us eating dog meat.

Oh ya, we have the celebration program with the netizen and their awareness. We ever conducted DMFI weeks twice , so the volunteer from Solo, Yogya, Semarang, Malang also do the same action in the same time. The first time is to engage the public to sign the 1.000.000 petition and the second event is to celebrate in gaining 1.000.000 signed petition. There were a car free day and dog run with their pets while increasing the awareness by spreading the flyer and play the video .

Researcher : So what are the obstacles that DMFI face ? is there any social community who against this campaign ?

Informant : Yes of course, well because like what I said there are only around 7% people who consume dog meat and actually some of them have no idea how and where their food come from before they eat it. And there are also a lot of bad comment in our social media who said "don't be hypocrite, just try dog meat first and you will know how tasty it is" well even though it's tasty, but still they don't know the risk from taking those dogs before consumed and how the process of it, it's clearly illegal.

Oh ya, and the other obstacles to reach the government is because the government often ignore about animal issue and making the strict action because the tend to think that the animal issue is less "sexy" comparing with the humanity issue.

Researcher : so all the dog slaughters are illegal ?

Informant : Yes, everything that make dog as a food are illegal, put the dogs from the region that has not free from rabies and to the free rabies rabies also illegal. That's why they do it in midnight or in the dawn, if it's legal they don't need to do it in that time and put the dogs in the sack and cover it with a tarpaulin.

Researcher : You guys do this campaign in several media. One of the media that you use is Instagram, what is the reason for you to use Instagram to do this campaign and reach the public?

Informant : well because Instagram is the famous platform nowaday and we can access it easily, and I think almost everyone have Instagram account. Actually we also have youtube and facebook, but it's our secondary media. Our primary media are Instagram and Facebook.

Researcher : one last question kak, what are the indicator that DMFI set to be able to call DMFI campaign as the success campaign ?

Informant : there are a lot of change, like what I said before the change in government action, or when there are a lot of new institution that appear to support the dog meat free movement. Like in go food, grab food and trip advisor case, and of course like our main goals which make Indonesia become the country that free from dog meat.

Researcher : so by achieving 1.000.000 signed petition, is it become one of the indicator that you set ?

Informant : yes it is. And by achieving this 1.000.000 signed petition we can reach the president and this issue already become the national issue. When we did the 1.000.000 signed petition celebration we also cooperate with PDHI (Perserikatan Dokter Hewan Indonesia), in that

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time they stated that PDHI started to stop giving the animal health certificate to the dogs who come from one region to other region to both the dogs that will distributed to the slaughterhouse or the dogs for huntin

CODING MATRIX

No	Name	Position	Answer	Interpretation
Question : What is actually 'Dog Meat Free Indonesia' and who organize it ?				
1	Aya	Creative campaign coordinator / social media team	*"DMFI is a coalition and from the name of this coalition itself clearly listed the program or the movement that we do, which is Indonesia that free from dog meat. So it is the coalition that consist of some animal saviour organization or the organization that focusing in animal welfare domestic and abroad which are JAAN, AFJ, CFAF, HSI, Animal Asia and Four Paws* that united their own power to make the	Background

			change in the national scale to stop the dog meat trade by approaching the government and field approach."	

Question : Who is the main target of DMFI ?				
No	Name	Position	Answer	Interpretation
1	Aya	Creative campaign coordinator / social media team	*"Actually the main target for legality and law enforcement is clearly more focusing on the government such as the ministry, the related official service, the local government and also president.* But as the time goes by, beside 'pushing' the government *we also try post our investigation video and campaign video to reach the public, so*	Main target

			then the public can see what we do and see our campaign progress to the government. Then the public can also spread our campaign information. And by any chance, in the beginning of this campaign we also involve the society in the national scale by signing 1.000.000 petition to reach the president that directly cc to the ministry. *So basically our main target are the society and the government."*	

Question : What is the main problem, before you decided to make DMFI ?				
No	Name	Position	Answer	Interpretation
1	Aya	Creative campaign coordinator / social media team	*"Well actually there are a lot of problems,* **but the problem that we often face is when people tend to considered this issue as the tradition, so it's hard to change the perception or to stop the tradition, so we need the extra strategy to change or to enter the law enforcement.** *And the other thing that make it really difficult in Indonesia* **because we don't have the strong law and regulation,** *although it's clearly stated that legally dog*	Obstacles

			is not one of the animal to consumed, but in reality there are still a lot of people that consume it even there's a law about it by using the reason because it's already become the tradition in the certain tribe and again, the fact that we found is dog isn't consumed by the certain tribe only or the certain religion but by all tribes."	

Question : What is the goals of the campaign ?				
No	Name	Position	Answer	Interpretation
1	Aya	Creative campaign coordinator / social media team	*"Well according to our name, is to make Indonesia free from dog meat."*	Goals

Question : What is the ideology that underlying you and your team to make this campaign ?				
No	Name	Position	Answer	Interpretation
1	Aya	Creative campaign coordinator / social media team	***Well I think it's more to the animal welfare.*** *Basically I am a vegetarian but like what I said in the beginning, we can't forbid people or ask people to eat something or not to eat something because it's our own choice. But we still need to be fair, if you guys can't be vegetarian, at least consume the other food. We have been provided the other protein source option that legally legal such as cow, chicken and*	Ideology

			fish. It's not ethical if we eat dog which is as a pet.	

Question : How do you build the trust and communication with the public to engage them and to apply the ideology that you hold to the public ?				
No	Name	Position	Answer	Interpretation

1	Aya	Creative campaign coordinator / social media team	*"For us, from every NGO or organization that incorporated in this DMFI coalition, we already have our own target market, and we already have our own followers with many kind of followers. There are people who already follow us but still lack of understanding regarding our project, also there are people who become the hard line followers. Nah, the way we build the trust is **by updating every progress from this campaign like updating when we have the meeting with the government or maybe we have a***	Strategy

			workshop and etc. So it's more like making the interaction. We also listen any complaint from the other people related to this campaign and we follow up the complaint in accordance with our capacity and capability.	
			For the example like, there are a lot of people who give us the report when they found a truck that brings dogs. Well in this case they look up on us although they actually don't really understand that we can't do much in this case. But we still do	

| | | | the follow up by the related ministry or the clan service even though they also can't directly do something but those report will be accomodated. **And to do the further follow up we will post it and it will make the person who report the case feel that there's a use when they decided to report this thing and make them to think that their concern is useful.**

The other example is there are a lot of reports from the netizen where there are a lot of store that sell dog meat in Grab-food or Go-food, well | |

| | | | *the people who feel restless about this thing report this to us and then we send the letter to Gojek and Grab side, and in fact they give a good respond and they also give us a chance to do the presentation about DMFI, and they committed to improve their quality control over their food service. Moreover they agree not to sell the dog meat in their service. This thing already clearly become a good news for the netizen especially the people who report this issue. **Because actually transformation over something start from*** | |

| | | | *the little things that done constantly, we can't do the transformation randomly without any strategy.”* | |
| | | | | |

Question : What are the things that DMFI already do to reach the public ? What are the program that you do ?				
No	Name	Position	Answer	Interpretation

| 1 | Aya | Creative campaign coordinator / social media team | *"Well actually we don't have any scheduled special program, there is no long term program. **We do the**   **n based on the things that we find directly in the field. But when we find any chance, we will prepare it very well before we speak up about those issue.*** *One example of our activities like when suddenly the ministry of agriculture invite us to meet them and tell us a good news where they want to do the good step to redistributing the circular who prohibiting us eating dog meat.* *Oh ya, we have the celebration program with the netizen and their awareness. **We ever conducted DMFI weeks twice ,*** | Action & Programs |

			so the volunteer from Solo,	
			Yogya, Semarang, Malang	
			also do the same action in the	
			same time. The first time is to	
			engage the public to sign the	
			1.000.000 petition and the	
			second event is to celebrate in	
			gaining 1.000.000 signed	
			petition. There were a car free	
			day and dog run with their	
			pets while increasing the	
			awareness by spreading the	
			flyer and play the video ."	

Question : What are the obstacles that DMFI face ? Is there any social community who against this campaign ?				
No	Name	Position	Answer	Interpretation
1	Aya	Creative campaign coordinator / social media team	***Yes of course***, *well because like what I said there are only around 7% people who consume dog meat and actually some of them have no idea how and where their food come from before they eat it. And* ***there are also a lot of bad comment in our social media*** *who said "don't be hypocrite, just try dog meat first and you will know how tasty it is" well even though it's tasty, but still they don't know*	Obstacles

			the risk from taking those dogs before consumed and how the process of it, it's clearly illegal. *Oh ya, and* **the other obstacles to reach the government is because the government often ignore about animal issue and making the strict action because the tend to think that the animal issue is less 'sexy' comparing with the humanity issue."**	

Question : One of the media that use is Instagram, what is your consideration to use Instagram ?				
No	Name	Position	Answer	Interpretation
1	Aya	Creative campaign coordinator / social media team	*"Well **because Instagram is the famous platform nowaday and we can access it easily, and I think almost everyone have Instagram account.** Actually we also have youtube and facebook, but it's our secondary media. Our primary media are Instagram and Facebook."*	Reason to use Instagram

Question : What are the indicator that DMFI set to call this campaign as the successful campaign ? Is the achievement of this petition target one of your indicators?

No	Name	Position	Answer	Interpretation
1	Aya	Creative campaign coordinator / social media team	*"There are a lot of change, like what I said before the change in government action, or when there are a lot of new institution that appear to support the dog meat free movement. Like in go food, grab food and trip advisor case, and of course like our main goals which make Indonesia become the country that free from dog meat.* *Yes it is. And by achieving this 1.000.000 signed petition we can reach the president and this issue already become*	Indicator

			the national issue. When we did the 1.000.000 signed petition celebration we also cooperate with PDHI (Perserikatan Dokter Hewan Indonesia), in that time they stated that PDHI started to stop giving the animal health certificate to the dogs who come from one region to other region to both the dogs that will distributed to the slaughterhouse or the dogs for hunting.	