

Preserving Primate Paradises: Innovative Communication Risk Strategies For Deforestation Prevention In The Enchanting Mentawai Islands, Indonesia

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ABSTRACT

As one of the tropical countries in Southeast Asia, Indonesia boasts a remarkable diversity of flora that serves as a habitat for the wildlife within its borders. This diversity has positioned Indonesia as a nation with the highest diversity of primate species globally, comprising 61 species out of the 479 primate species worldwide, with 38 of them being endemic. The distribution of primate species in Indonesia extends from the far reaches of Papua to the tip of Sumatra, including the Mentawai Islands. Mentawai, known as a regency beyond the boundaries of Sumatra, is home to four endemic primate species: Bilou (*Hylobates klossi*); Joja (*Presbytis potenziani*); Monyet Ekor Babi (*Simias concolor*); and Bokkoi (*Macaca pagensis*). According to the International Union for Conservation of Nature (IUCN) Red List, these four species are currently listed as critically endangered due to deforestation activities leading to the loss of their habitats. This study aims to determine barriers and risk communication strategies in preventing deforestation (case study of biodiversity of four endangered endemic primates in Mentawai Islands, Indonesia). This research method uses descriptive qualitative research methods with data collection techniques using observation, interviews, documentation, and literature review.

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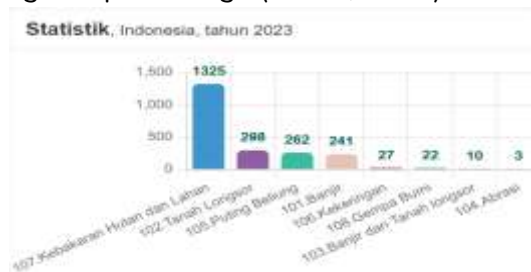
INTRODUCTION

Indonesia belongs to the group of three countries "megabiodiversity countries," which means the country has the highest biodiversity in the world. Although often placed as a second or third country in these assessments, it is usually based on terrestrial ecosystems. However, it should be noted that Indonesia not only has an abundant wealth of terrestrial ecosystems, but also marine ecosystems that are no less rich, even wider than the land. Therefore, it is not wrong to say that Indonesia's biodiversity is the richest in the world and that Indonesia is one of the three "megabiodiversity countries" that have the highest biological wealth in the world. Biodiversity is a case of global concern, as evidenced by the birth of the convention on biodiversity among the global community. The Convention on Biodiversity, which is actually known as the United Nations Convention on Biological Diversity (UN CBD), has received signatures from 157 heads of state, heads of government,

or representatives of state during the UNCED (United Nations Conference on Environment and Development) Conference in Rio de Janeiro, on June 3-14, 1992.

Indonesia is the eighth country to sign this Convention, after going through three technical meetings and seven sessions from November 1988 to May 1992, with the Indonesian delegation always present. The birth of the Convention on Biodiversity went through a number of stages, starting with the Stockholm Declaration in 1972, followed by the Nairobi Declaration (1982), Vienna Resolution (1985), Montreal Protocol (1987), Tokyo Declaration (1987), Hague Declaration on the Environment (1989), Latin American and Caribbean Summit Declaration of Brasilia on the Environment (1989), Helsinki Declaration on the Ozone Layer (1989). The next important stage was the Rio de Janeiro Meeting on 3-14 June 1992, which served as the starting point for the Rio Declaration, Agenda 21, the Convention on Climate Change, the Convention on Biodiversity, and the Principles of Forestry. (Supriatna, Page :3 ,2018). And Indonesia as a country that is a member of the United Nations (DB sarvistah, 2022) has ratified the CBD in 1995, through Law Number 5 of 1994 which ratified the United Nations Convention on Biodiversity, one of which is regarding forest management (Lubis 2021).

According to data from the Directorate General of Forestry Planning and Environmental Management (PKTL) of the MoEF, the results of a forest review in Indonesia in 2019 revealed that forest land on all of Indonesia's land reached 94.1 million hectares or 50.1% of the total land. Director General of PKTL, Sigit Hardwinarto, explained that of the total forest area, as much as 92.3% or around 86.9 million hectares are located in forest area environments. Net deforestation between 2018-2019, both in internal and external areas of Indonesia's forest areas, amounted to 462.4 thousand hectares. This figure was achieved by reducing the gross deforestation rate at 465.5 thousand hectares to reforestation at 3.1 thousand hectares obtained from satellite image monitoring. The largest deforestation took place in the secondary forest class, which was around 162.8 thousand hectares, of which 55.7% or about 90.6 thousand hectares were included in forest areas, while the rest, around 72.2 thousand hectares or 44.3%, entered outside of forest areas. For the results of the appeal from the results of the 2018 and 2019 review, it can be noted that net deforestation in Indonesia between 2018-2019 increased at 5.2%, although gross deforestation decreased at 5.6%. (MoEF, 2020) When viewed based on data from BNPD in 2023, it is recorded that the level of forest and land fires classified as deforestation acts has the highest percentage (BNPB, 2023).



Feature 1 Indonesia Disaster Information Data
 (Source: DIBIBNPD, 2023)

And it is known that one of the areas that has poor forest conservation in Indonesia is in the Sumatra region, precisely in West Sumatra in the Mentawai Islands region (BNPB, 2023). The Mentawai Islands, as one regency in West Sumatra, have unique characteristics compared to the other 18 regencies and cities in the region. Consisting of four large islands stretching from north to south, the Mentawai Islands are unique because they are the only regency in West Sumatra located outside Sumatra Island. Located on the western side of Sumatra Island, the Mentawai Islands float in the middle of the Indian Ocean. The Mentawai Strait separates nature from the mainland of West Sumatra in the east, while in the north through the boundary of the Siberut Strait, and in the south and west lies the Indian Ocean. Therefore, Mentawai is the only part of West Sumatra surrounded by sea. The coastline is quite long, reaching 1,402.66 km. The unique characteristic of the beach is the presence of a narrow land directly adjacent to the hills. This is why Mentawai residents naturally turn to these hills as evacuation sites during a tsunami. It must be emphasized that the Mentawai Islands have a high level of risk of natural disasters originating from the sea, including earthquakes (tectonics), tsunamis, and coastal abrasion (Yanti & Hidayat, 2017).

The Mentawai Islands Regency has an area of about 6,011.35 km² and is located between 0°55'00" - 3°21'00" S and 98°35'00" - 100°32'00" E. As an archipelago, Mentawai has a long coastline, reaching 1,402.66 km. Mentawai Islands Regency was officially established in 1999 based on Law Number 49 of 1999 which was inaugurated on October 9 of that year. According to Presidential Decree (Keppres) Number 6 of 2017 which stipulates the outermost Small Islands, three islands in the Mentawai Islands, including Sibaru-baru Island, North Pagai Island, and Niau Island, are included in the list of 111 designated outermost small islands. Mentawai is a chain of islands lined by forests. The majority of this area is still forested areas, including very dense forests, similar forests, and also shrubs.

Kortanus Sabeleake, Deputy Regent of Mentawai, revealed that of the total area of the Mentawai Islands which reached around 512,044 hectares, about 82 percent were forest areas. The remaining 18 percent has been exempted from forest area status and used for various purposes such as settlement, agriculture, and others. If viewed in more detail, the total area of forest area in Mentawai reaches 601,135.08 hectares with the division that includes the top; Nature Reserve and Tourism Forest (HSAW) covers 183,378.87 hectares, Protection Forest (HL) has an area of 7,670 hectares, Production Forest (HP) has an area of about 256,011.40 hectares, Conversion Production Forest (HPK) covers 54,856.28 hectares, Total Forest Area is 491,917.29 hectares, While Other Use Area (APL) has an area of about 109,217.71 hectares. (Yanti & Hidayat, 2017). This is due to deforestation activities which are mostly related to anthropogenic activities, including logging, agricultural area expansion, and urbanization, which together resulted in global forest loss of approximately 2.3 million square kilometers from 2000 to 2012.

Indonesia has a wide variety of species, especially primates, which are widespread, starting from the Mentawai Islands, Sumatra, Kalimantan, Java, Bali, Nusa Tenggara, Sulawesi, and the islands around the location (Rahmah et al. 2022). Even so, the primate

population in Indonesia is declining over time. The threat to this species is caused by natural factors as well as human intervention. (Rahmah et al. 2022) There are about 40 primate species out of a total of 200 species worldwide in Indonesia, and 24 of them have endemic traits (Fauzi, 2019; Rahmah et al. 2022). Four endemic primate species are now threatened with extinction (IUCN, 2023). According to Tempo (2022), currently the forest in the Mentawai Islands only has trees with a diameter of 10 to 20 centimeters left. Forest vegetation is also increasingly sparse because many trees have been cut down. Therefore, animal activities in the forest become more easily detected from the outside, even though the important role of primates in the forest is to help in the spread of plant seeds such as durian fruit, rattan fruit, and katuka tree fruit (Febrianti, 2022).

According to Tresno (2017), the Mentawai Islands are home to four distinct species of primates: the Bilou (*Hylobates klossii*), Pig-tailed Monkey (*Simias concolor*), Bokkoi, and Joja (*Presbytis potenziani*), and *Macaca pagensis* (*Macaca pagensis*). The bantam gibbon or *Hylobates klossii*, otherwise called bilou in nearby language, is an endemic primate local to the Mentawai Islands, including the upper islands of Sipora, Siberut, North Pagai, and South Pagai. Populaces of dwarf gibbons are compromised by deforestation and hunting exercises. As per the IUCN in 2008, the bantam gibbon is remembered for the jeopardized class. *Hylobates klossii* was likewise recorded in Refers to Addendum I in 2001 and got assurance from the Guideline of the Clergyman of Climate and Ranger service of the Republic of Indonesia Number P.106Menlhk/Setjen/Kum.1/6/2018, then there is *Presbytis cyberu* which is a diurnal and arboreal primate that occupies the rainforest of Siberut Island which is dependably wet (precipitation up to 4000 mm), which is in compassion for *Macaca siberiau*, *Simias concolor*, and *Hylobates klossii*. This creature is tracked down living in essential and optional marsh rainforests, yet - less significantly - likewise uses swamp timberlands and mangrove woodlands, and now and again wanders into Mentawai people group backwoods gardens (IUCN, 2020). Additionally, the pig-tailed langur, also known as *Simias concolor*, can be found in primary forests on hillsides in the interior of the archipelago, swamp forests, and lowland rainforests.

They are likewise found in regions with a combination of essential and optional woodland territories. This species is a primate that is dynamic during the day, has semi-earthbound propensities, and feeds basically on foliage, with extra natural product, seeds, and blossoms in its eating regimen. The social construction of the pig-followed langur changes, frequently being characterized as 'monandrous,' meaning a gathering that incorporates one grown-up male and a couple of grown-up females, yet once in a while multi-male and multi-female gatherings are likewise noticed. Despite the fact that it was at first realized that propagation of this species was confined to June and July, late examination recommends that their generation isn't generally attached to the season. Pig-followed langurs are typically bashful towards people, and when upset, they will tuck away among the leaves, however assuming they feel compromised, they will plunge to the ground and attempt to get away. (IUCN, 2023). lastly *Macaca pagensis* is an animal varieties that can be tracked down in essential and upset regions, with an inclination for essential riverine seaside swamp backwoods, as well as coconut forests close to towns -

town. They are primary frugivores, can be found both on the ground and in trees, and they are active during the day. They are also known to consume coconuts, but only mature men can open coconuts. They frequently make commotion toward the beginning of the day. They ordinarily invest the majority of their energy in the lower levels of the timberland and on the ground. Bunch sizes range from 5 to 25 people, with the biggest gathering at any point noticed having two grown-up guys. These gatherings will more often than not partition themselves into little gatherings during the day, however while going through coconut forests and essential woodlands, they move into one huge gathering. The region of the house they live in isn't known without a doubt. They additionally associate with two colobina species on this island, specifically *Presbytis potenziani* (Mentawai Langur) and *Simias concolor* (Pig-followed Langur) (IUCN, 2023).

The extravagance of this biodiversity is presently diminishing and in view of information from the IUCN Red Rundown, the four endemic primates in the Mentawai Islands are currently Imperiled and some even have Basically Jeopardized status (IUCN, 2023). This peril arose after the Service of Climate and Ranger service (KLHK) teamed up with the Speculation Planning Board to give a Timberland Usage License to operate (PBPH) to PT Sumber Permata Sipora on Walk 28 2023. With the issuance of this record, PT Sumber Permata Sipora has been given a grant. to clear a natural forest covering 20,706 hectares on Sipora Island in the Mentawai Islands. Also, the organization has completed an Ecological Effect Investigation (Amdal) at the South Sipora Locale Office on July 1 2023.

This has prompted natural harm alluded to as the "Awfulness of the Hall" by Garret Hardin. While environmental degradation has gained national and international attention in recent decades, history demonstrates that the forestry industry has played a significant role in national development. The climate, both biotic and abiotic, is viewed as in a basic condition, and while possibly not quickly tended to, will significantly affect nature protection and the endurance of life on The planet.

Assuming that we look further, woodland parasites play an undeniably significant part in the ongoing setting. The decrease in the ozone layer, a worldwide temperature alteration, and sporadic occasional changes in a few nations underscore the significance of keeping up with timberland biological systems. It is necessary to develop forest areas, including efforts to support increased community welfare. Sometimes in development efforts, it is claimed that people's well-being will improve, but forest resources are actually over-exploited. This makes further developing individuals' government assistance simply a political justification behind ravaging timberland assets. To accomplish long haul endurance, it is vital to take on an economical environmental improvement approach.

This should include changes in lifestyles, behaviors, and perspectives on the environment and nature, so that individuals and groups can contribute to maintaining and saving forest ecosystems. Therefore, supervision is not only the duty of the government, but also of local communities. This needs to be considered, especially related to the welfare of wildlife and the environment. There needs to be some kind of idea that can be given from the government side to the community, especially in terms of communicating

information that is in line between the government and the community. The alarming dangers of extinction of various life forms, the onset of tropical storms, periods of drought and flood, erosion of biodiversity, and land degradation force humanity to seriously consider strategies to combat deforestation in the Mentawai Islands.

One of the efforts to minimize the negative impact of deforestation that threatens the extinction of endemic primate species is to convey risk information to the intended audience. In this context, communication to risk plays an important role. Communication activities must always be performed between the community and numerous stakeholders to ensure their preparedness in dealing with possible disasters. Risk refers to conditions that are probabilistic in nature that can produce bad and good consequences, can even create crises or unexpected events that carry significant potential threats. Risk communication aims to channel messages about risk with the aim of supporting awareness, understanding, and encouraging audiences to take necessary actions. Indonesia which focuses on tourism in the Siberut National Park (TNS) as one of the ecosystem conservation areas protected by UNESCO as a biosphere reserve. TNS and surrounding villages have tourism potential that provides natural beauty that includes swamps and mangrove forests, as well as cultural experiences that include traditional dances, fishing, medicinal practices known as sikerei, and processing sago (Siberut National Park, 2021). The distinctive culture of Mentawai has a unique bond to the surrounding environment, and ecotourism is a solution option in an effort to create forests in Siberut Lestari (Hidayat et al, 2022; Rahmanita, 2021).

Based on the background described above, the researcher has an interest in carrying out research on how the government can carry out efforts to the community in combating deforestation that occurs in the Mentawai Islands which leads to the extinction of gold assets in the area, namely endemic primates by providing improvements to the delivery of clearer information related to the impacts that occur using thematic analysis. So that researchers can give the title "Preserving Primate Paradises: Innovative Communication Risk Strategies for Deforestation Prevention in the Enchanting Mentawai Islands, Indonesia".

METHODS

Researchers chose to conduct research in Mentawai Islands Regency because the place is considered strategic when data is collected that is relevant to the focus of the research to be investigated. The research will be conducted from November 2023 - April 2024. The focus of the research is at the core of the problem chosen to be researched, and the ability to correctly establish the focus of this research will have a positive impact on the research findings. With a clear focus, a researcher can well identify and gather truly relevant data. This research method uses descriptive qualitative research methods with data collection techniques using observation, interviews, documentation, and literature review. And for checking the validity of the data, this study used data triangulation by means of data collection, data reduction, data display, and verifying.

Limitations in this study include limited geographical coverage, where the study was only conducted in Mentawai Islands District. In addition, another limitation is that research focuses only on Risk Communication Strategies in an effort to reduce deforestation and its impact on the lives of endemic primates in the region. Therefore, future research may consider the use of other variables affected by deforestation and mitigation strategies in Mentawai Islands District to gain more comprehensive insights.

RESULTS AND DISCUSSION

Threats to Primate Populations on Mentawai Island

Threats to primate populations on the Mentawai Islands are the result of a complex and diverse set of factors. One of the main factors causing the decline in the endemic primate population is the extensive deforestation and forest clearing that occurred on this island. Over time, deforestation in Mentawai has increased, both as a result of illegal and legal activities carried out by logging companies and the private sector. This condition further worsens the primate habitat which is increasingly fragmented and reduced. In addition, the entry of large companies has also caused ecosystem changes and decreased biodiversity, threatening the survival of primates on this island.

Not only deforestation, direct interaction with humans also poses a serious threat to primate populations. Conflicts between humans and primates often occur, especially because primates are often considered pests by local communities. Primates that search for food on agricultural land are often seen as a threat to crop yields, leading to anger and retaliation from local residents. As a result, primates are often the target of hunting or encounters that end in conflict between humans and primates.

In addition, infrastructure development and exploitation of natural resources also cause significant habitat disturbance for primate populations in Mentawai. Uncontrolled tourism development, including activities such as the construction of hotels and resorts in coastal areas, can also disrupt the primates' natural habitat and increase pressure on local populations. Overall, the threat to primate populations on the Mentawai Islands is very serious and requires rapid and effective action to address deforestation, conflict between humans and primates, and habitat damage caused by human activities. Collaborative efforts are needed between the government, local communities, NGOs and the private sector to design and implement sustainable conservation strategies to ensure the sustainability of these unique Mentawai primates and ecosystems.

Threats to the primate population on Mentawai Island can also occur due to illegal wildlife trade. Primates are often targets of illegal trafficking because of their uniqueness and beauty, which makes them desirable as pets or collectibles. This illegal trade not only harms primate populations directly by reducing the number of individuals available in nature, but can also cause serious disruption to the ecosystem as a whole. Apart from that, climate change also poses a serious threat to the primate population on Mentawai Island. Climate change can result in changes in rainfall patterns, temperatures, and other environmental conditions, which can disrupt the balance of ecosystems and cause a

decrease in the availability of food resources for primates. This can lead to starvation, decreased reproduction, and even mass deaths in primate populations.

Not only that, the presence of disease also poses a threat to the primate population in Mentawai. Like humans, primates are also susceptible to various diseases, including those that can be transmitted from humans. With increasing interactions between humans and primates, the risk of disease transmission between the two species is increasing, threatening the health and survival of the primate population on Mentawai Island. To address this threat, holistic and sustainable protection measures are needed that involve reducing deforestation, strict control of illegal wildlife trade, climate change mitigation, disease management, and primate habitat protection. Collaboration between various stakeholders, including government, NGOs, conservation organizations, and local communities, is critical to achieving successful conservation goals and protecting the sustainability of primates in Mentawai (Bismark, 2012).

The Role of Community and Government in Environmental Conservation in Mentawai

The role of the community and government in environmental conservation on Mentawai Island is very important to maintain the sustainability of the ecosystem and threatened primate populations. Local communities have a key role in understanding, protecting and preserving their own environment. They have valuable local knowledge about Mentawai's wildlife and are often at the forefront of conservation efforts. By involving local communities in conservation efforts, they can become powerful agents of change in protecting primate habitats and the environment as a whole. One way to involve the community is to increase awareness and education about the importance of environmental conservation and the importance of maintaining primate populations in Mentawai. This can be done through environmental education programs in local schools, community workshops, and other outreach activities. By increasing people's understanding of ecology and the importance of conserving local biodiversity, they can become more effective protectors of nature.

Apart from that, the government also has an important role in protecting the environment in Mentawai. By implementing strict policies related to land use and natural resource management, the government can control activities that damage the environment, including deforestation and illegal exploitation of natural resources. Governments can also provide incentives and support for local communities involved in conservation activities, such as incentive programs for sustainable agriculture or the development of responsible ecological tourism. Collaboration between government, local communities, NGOs and the private sector is also needed to design and implement holistic and sustainable conservation strategies. By building strong partnerships and leveraging existing resources and knowledge at all levels, we can work together to protect the Mentawai environment and ensure the sustainability of this precious ecosystem for future generations.

Through active participation and collaboration between the government and local communities, concrete steps can be taken to improve environmental conservation in Mentawai. One way is to encourage the development of community conservation programs that involve local residents in managing and monitoring primate habitats. Programs like this

can empower local communities to become environmental stewards and pioneers of nature conservation efforts in their own areas. In addition, there needs to be increased supervision and law enforcement against activities that damage the environment, such as illegal deforestation and illegal capture of primates. The government must ensure that environmental regulations are strictly implemented and legal violations are punished according to applicable laws. This involves strong efforts in detecting, taking action and prosecuting illegal actors who damage the environment (Hutabarat, 2023).

In addition, there needs to be investment in ongoing environmental research and monitoring to understand changes in the ecology and primate population on Mentawai Island. The data obtained from this research can be used as a basis for designing and adapting effective and targeted conservation strategies. By understanding ecosystem dynamics and the changes that occur, we can better respond to the threats faced by primates and their environments. Finally, it is important to develop ongoing environmental education and awareness programs among the Mentawai community. Comprehensive environmental education can help change people's behavior and attitudes towards their environment, as well as promote respect and sustainability for nature. Through ongoing education and awareness, we can build a strong conservation culture and encourage shared responsibility to protect Mentawai's precious biodiversity. Law enforcement in providing protection for animals in Indonesia is contained in the regulations contained in the Criminal Code and outside the Criminal Code is a concrete manifestation of the form of protection for animals carried out by the government to preserve animals in Indonesia so that they do not become extinct and the ecosystem is maintained (Prihatini, 2021).

The role of community participation in environmental conservation on the Mentawai Islands cannot be ignored. Local communities have a deep understanding of the environment in which they live and are often at the forefront of nature conservation efforts. They have valuable local knowledge about Mentawai's wildlife and are often part of conservation efforts. By involving local communities in conservation efforts, they can become powerful agents of change in protecting primate habitats and the environment as a whole. One way to involve the community is to increase awareness and education about the importance of environmental conservation and sustainability of primate populations in Mentawai. This can be done through environmental education programs in local schools, community workshops, and other outreach activities. By increasing people's understanding of ecology and the importance of preserving local biodiversity, they can become more effective protectors of nature. Apart from that, the government also has an important role in protecting the environment in Mentawai. By implementing strict policies related to land use and natural resource management, the government can control activities that damage the environment, including deforestation and illegal exploitation of natural resources. Governments can also provide incentives and support for local communities involved in conservation activities, such as incentive programs for sustainable agriculture or the development of responsible ecological tourism. Collaboration between government, local communities, NGOs and the private sector is also needed to design and implement holistic and sustainable conservation strategies. By building strong partnerships and leveraging

existing resources and knowledge at all levels, we can work together to protect the Mentawai environment and ensure the sustainability of this precious ecosystem for future generations (Fajri, 2023).

Through active participation and collaboration between the government and local communities, concrete steps can be taken to improve environmental conservation in Mentawai. One way is to encourage the development of community conservation programs that involve local residents in managing and monitoring primate habitats. Programs like this can empower local communities to become environmental stewards and pioneers of nature conservation efforts in their own areas. In addition, it is necessary to increase supervision and law enforcement against activities that damage the environment, such as illegal deforestation and illegal catching of primates. The government must ensure that environmental regulations are strictly implemented and legal violations are punished according to applicable laws (Suradnya, 2021). This involves vigorous efforts to detect, act and prosecute illegal actors who damage the environment. In addition, there needs to be investment in ongoing environmental research and monitoring to understand changes in the ecology and primate populations on the Mentawai Islands. The data obtained from this research can be used as a basis for designing and adapting effective and targeted conservation strategies. By understanding ecosystem dynamics and the changes that occur, we can be more responsive to the threats faced by primates and their environment (Razak, 2024). Finally, it is important to develop sustainable environmental education and awareness programs among the Mentawai community. Comprehensive environmental education can help change people's behavior and attitudes towards their environment, as well as promote respect and sustainability for nature. Through ongoing education and awareness, we can build a strong conservation culture and encourage shared responsibility to protect Mentawai's precious biodiversity (Jannah, 2022).

Innovative Communication Strategy to Address Deforestation and Conserve Primates in Mentawai

In facing the challenges of deforestation and preserving primate populations in Mentawai, effective, innovative communication strategies are needed to increase public awareness and mobilize support for conservation efforts. One strategy that can be used is the use of social media and digital technology. With increasing internet penetration and social media use in the Mentawais, these platforms can be very effective tools for disseminating information about the importance of environmental conservation and primate protection. One way to use social media is to create creative and interesting marketing campaigns. This can take the form of visual content such as images, infographics, or videos that highlight the natural beauty of Mentawai, the biodiversity that exists there, and the challenges faced by primates and their environment. Through this campaign, we can reach a wider audience and create greater awareness about conservation issues in Mentawai.

Apart from that, collaboration with influencers and local community leaders can also be an effective strategy in increasing awareness and support for environmental conservation. By leveraging their influence and reach on social media, they can help spread important messages about environmental protection and sustainability to their followers.

Through their endorsements and active participation in conservation campaigns, influencers and local community leaders can motivate people to get involved in nature conservation efforts in Mentawai. Apart from social media, another approach that can be used is through education and environmental awareness in local communities. This can be done through organizing workshops, seminars and community events that raise environmental and conservation issues. Through direct interaction and discussion, we can build a deeper understanding of the importance of preserving the Mentawai environment and invite the community to get involved in conservation efforts.

In addition, it is also necessary to develop partnerships with government agencies, NGOs, and the private sector to support and fund these communication efforts. By involving a wide range of stakeholders, we can strengthen conservation messages and ensure that they reach a wider audience. With a strong innovative and collaborative communication strategy, we can tackle deforestation and conserve primates in Mentawai for a better future. Innovative communication strategies could also involve developing integrated environmental education programs in schools and local communities in Mentawai. This can be done through holding workshops, training and other educational activities aimed at increasing understanding of the importance of environmental conservation and primate protection. By involving the younger generation from an early age, we can shape attitudes and behavior that care about the environment in the future. Apart from that, the use of technology can also be used to support conservation efforts. For example, the use of mobile applications that allow people to report illegal activities that damage the environment, such as deforestation or primate hunting. By utilizing this technology, we can expand the reach of environmental monitoring and mobilize community participation in nature conservation efforts (Nakita, 2022).

In addition to a direct approach, it is also important to develop a results-oriented communication strategy, which measures the impact and effectiveness of the communication efforts undertaken. This involves continuous monitoring and evaluation of the campaigns and communication activities undertaken, to ensure that conservation messages are delivered effectively and achieve the desired targets (Firmanda, 2022). It is important to remember that environmental conservation and primate conservation efforts in Mentawai require cross-sector and cross-disciplinary collaboration. Through strong collaboration between the government, local communities, NGOs, the private sector and conservation organizations, we can create a greater impact in efforts to maintain the sustainability of the Mentawai ecosystem and protect the valuable wildlife there. By adopting innovative and integrated communication strategies, we can move forward towards a more sustainable and sustainable future for the Mentawai Islands and all the living creatures that inhabit them (Tyas, 2023).

In addition to a direct approach, it is also important to develop a results-oriented communication strategy, which measures the impact and effectiveness of the communication efforts undertaken. This involves ongoing monitoring and evaluation of campaigns and communication activities, to ensure that conservation messages are delivered effectively and achieve the desired targets. It is important to remember that

environmental conservation and primate conservation efforts in Mentawai require collaboration across sectors and across scientific disciplines. Through strong collaboration between the government, local communities, NGOs, the private sector and conservation organizations, we can create a greater impact in maintaining the sustainability of the Mentawai ecosystem and protecting the valuable wildlife there (Haq, 2021). By adopting innovative and integrated communication strategies, we can move forward towards a more sustainable future for the Mentawai Islands and all the living creatures that inhabit them (Ismantara, 2021).

Innovative communication strategies could also involve developing integrated environmental education programs in schools and local communities in Mentawai. This can be done through organizing workshops, training and other educational activities aimed at increasing understanding of the importance of environmental conservation and primate protection. By involving the younger generation from an early age, we can shape attitudes and behavior that care about the environment in the future. Apart from that, the use of technology can also be used to support conservation efforts. For example, the use of mobile applications that allow people to report illegal activities that damage the environment, such as deforestation or primate hunting. By utilizing this technology, we can expand the reach of environmental monitoring and mobilize community participation in nature conservation efforts (Permatasari, 2021).

Collaboration with local community leaders and influences can also be an effective strategy in increasing awareness and support for environmental conservation. By leveraging their influence and reach on social media, they can help spread important messages about environmental protection and sustainability to their followers. Through support and active participation in conservation campaigns, local community leaders and influences can motivate people to get involved in nature conservation efforts in Mentawai. Apart from social media, another approach that can be used is through education and environmental awareness in local communities. This can be done through organizing workshops, seminars and community events that raise environmental and conservation issues. Through direct interactions and discussions, we can build a deeper understanding of the importance of preserving the Mentawai environment and invite the community to get involved in conservation efforts.

CONCLUSION

In conclusion, the Mentawai Islands face significant challenges in conserving their primate populations due to deforestation, human-wildlife conflicts, illegal wildlife trade, climate change, and habitat degradation. These threats pose serious risks to the survival of endemic primate species in the region. To address these challenges, collaborative conservation efforts involving government agencies, local communities, non-governmental organizations, and other stakeholders are imperative. Priority actions include implementing measures to reduce deforestation, mitigate human-primate conflicts, combat illegal wildlife trade, manage the impact of climate change, and enforce existing regulations. Additionally, raising awareness and fostering community involvement in conservation initiatives are

essential for achieving long-term success in primate conservation in the Mentawai Islands. By working together and taking decisive action, we can ensure the preservation of these unique and invaluable primate species for future generations.

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