

ABSTRACT

Indonesia has more than 40 species of primates, 24 of which are endemic primates. This opinion illustrates that Indonesia has so many species of primates in the world. One is in Bandung, West Java that have a balance ecosystem. The purpose of creating this SOJA sosial campaign is to introducing about Javan Gibbon in an effort to conserve the Javan Gibbon with a creative concept and a communicative visual media by making mobile games, social media and booth as main media and some supporting media such as posters, videos, T-Cash activation and merchandise.

The method used is qualitative with collect some data technique by observation, structured interview and data analysis. Hope that with this social campaign, people can realize that keeping endangered animals as a pet is not true and can help to preserve endangeres species, especially Javan Gibbon.

Keywords : Social Campaign, Endangered Animals, Javan Gibbons