DESIGNING A VIDEO DOCUMENTARY OF SURABAYA EAST COAST MANGROVE AREA CONSERVATION ACTORS AS A NATIONAL CIGARETTE COMPANY COMMUNITY DEVELOPMENT PROGRAM

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ABSTRACT

After carrying out CSR activities in Surabaya East Coast of planting and research, a national tobacco company, withdrew from direct involvement in the conservation of mangroves in the area Pamurbaya. As the development of local communities in conserving mangrove up to this time, the tobacco companies have the opportunity to continue a program of CSR within the scope of community development in the form of endorsement of the local community. Mangrove Farmers Group as a local community engaged in local conservation activities since 2008 have a cleanup, planting mangrove area produces processed fruit and mangrove. These activities require the support of the Surabaya because it has an important role in conservation efforts undertaken by this group.

Through interviews with environmental NGO’s and observers Mangrove Farmers found that the main problems that occur on the East Coast Surabaya is garbage. Through the study of literature, existing studies, comparative studies and questionnaires target audience (segmentation early adulthood) which refers to the object of research (Community Farmers Mangrove) and community development program of a national tobacco company, concluded that the media video documentary is a form of media that can convey local community activities in detail and clearly through a sequence of audio visual impressions to the people of Surabaya. Through the study, researchers also discovered a concept of "Inspiring Simple Thing" is a documentary video that presents the simplicity of the conservation measures undertaken by the cast are shown by the visualization (image capture and editing) is a simple but stimulating the audience to do the same.

Keyword:
Documentary Video, Community development, Inspiring Simple Thing