



# ENSIKLOPEDIA TRILOGI

*Seri 1*

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## CHAPTER 14

### DESIGNING GRAPHIC MOTION OF PUBLIC SERVICE ADVERTISING TO ADDRESS THE NEGATIVE IMPACT OF SHARK CONSUMPTION

*By Dhlah Eko Wahyuningsih<sup>45</sup>, Ratih Mahardika<sup>46</sup>, and Vidya Kharishma<sup>47</sup>*

#### **Abstract**

The shark population continues to decline due to overfishing, especially with the practice of shark finning, which is often done by fishermen. Sharks are caught for fins which are used as shark fin soup. Based on research by experts, sharks contain high mercury which is harmful to the body, as well as other toxins such as non-protein amino acids, Hydrogen Peroxide, and Formaldehyde. Based on these problems and information, the writer uses the design method from Eric Karjaluo which is used for designing public service advertisements in the form of motion graphics. The design results were made to disseminate information about the state of the shark population and to educate about the toxic content and impact of these toxins on the health of the human body.

#### **14.1. Introduction**

WWF Conservation Coordinator stated that from 2013 to 2018 the shark population in Indonesia had decreased by 28%. The population decline is due to illegal hunting carried out by many fishermen. Indonesia is declared the number one hunter in the world<sup>48</sup> by supplying 15% of the 73 million tonnes of shark fin demand from the global. The Marine Program Manager of the Wildlife Conservation Society (WCS) said that the high price of shark fins in the export and domestic markets has led to rampant hunting.

Fins and caught meat are commonly used in several dishes in restaurants. For ethnic Chinese, shark fin soup is a mandatory dish at various events, especially during Chinese New Year celebrations, which are a form of gratitude for prosperity, longevity, and success. Jakarta is the city in Indonesia with the highest consumption of processed shark meat, especially during Chinese New Year celebrations. Quoted from Trubus News in 2017, shark consumption in Jakarta reached 12,000 tons.

There is no scientific evidence that proves that consuming sharks has a positive impact on health. Prof. Dr. Ahmad Sulaeman, a professor of food safety from the Bogor Agricultural Institute said that sharks contain mercury that exceeds the threshold and is the highest poison in fish. High mercury content in sharks can harm human health. The Food and Drug Administration (BPOM) in

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2009 stated that the danger of shark mercury content is the highest content of all fish, namely 1-4 ppm.

Information about shark fin consumption has been widely mentioned from various digital media, such as a campaign video on WWF Indonesia's Instagram, an ad from WildAid starring Yao Ming, an animated serving of shark fin soup at a wedding from China, an ad from FinFree Thailand and a video motion on the Youtube Fusion channel. All videos are based on public service advertisements in the form of video, animation, and motion graphics. However, the video is not clearly stated and in detail about the negative impact on the body that is obtained from the consumption of shark fins.

Based on the background description above, it is necessary to design the media to appeal to the public about the negative impacts of shark consumption in the form of motion graphics as public service announcements. Motion graphics are considered to be an effective advertising medium that can attract more audience attention because motion graphics have visual appeal by turning static designs into animation. Besides, motion graphics can also be combined with other types of videos to add emotion to advertisements.

#### **14.1.1 Shark Finning**

Shark finning is the activity of catching sharks on the high seas by fishermen. After being caught, the shark is only cut and fins removed. While the rest of the body as a whole is thrown back into the sea alive. Sharks will slowly die on the seabed due to blood loss or become food for other fish. This practice is carried out on 38 million sharks every year, from about 26 to 37 million sharks caught in global fisheries activities. In the beginning, sharks were used as bycatch (by fishing), sharks that were accidentally caught by fishermen were used as production products and their meat was consumed as sea catch.

#### **14.1.2. Level of Public Consumption**

In 2014-2016, WWF Indonesia found the fact that several restaurants and hotels in Jakarta can serve around 12,622 kg of shark fins in one year, while in Kuta, Bali, as many as 12 restaurants can serve around 2,050 kg of shark fin and 756 kg of shark head dish. Indonesia became the world's largest catcher of sharks from 2000 to 2010. This is because Indonesia is a habitat for four types of sharks, namely the oceanic whitetip shark and three types of the hammerhead shark. The sharks are a commodity for which their fins, oil, and skin are extracted. Shark fins are the main product exported to foreign countries such as Hong Kong, Singapore, and Japan. While shark meat is smoked and dried for sale to the local market, so is the skin, liver, and jaw.

#### **14.1.3. The Impact of Consumption of Shark on the Body**

There is no scientific evidence to support a shark's diet as positive for health. As the main predator in the food chain, the shark venom mechanism is formed from the incapability of marine organisms to release several toxins and heavy metals. These toxins accumulate in the shark's body. Research conducted by Deepthi Nalluri in 2014 measured levels of mono metal mercury (MMHg), the most toxic and volatile form of mercury. The high mercury shark is the hammerhead shark (*Sphyrnidae*) because it tops the food chain in marine ecosystems.

In Indonesia, the safe level of metal contamination in food products or mercury is 0.03 milligram/kilogram. If you exceed the limit and consumed regularly, it can increase the risk of damage to the brain, heart, kidneys, and immune system.

In addition to mercury, Kiyoo Mondo et al who conducted a study in 2012 found beta-n-methylamino-L-alanine or non-protein amino acids produced by cyanobacteria. This toxin can affect the nervous system and its exposure is associated with an increased risk of neurodegenerative diseases such as Alzheimer's and Amyotrophic Lateral Sclerosis (ALS) or a rapid decline in muscle function. There are other toxins found that can cause cancer in the nose and throat, namely Hydrogen Peroxide and Formaldehyde.

#### 14.1.4. Problem Formulation

- a. How to convey information about the negative impact of shark consumption using public service advertisements?
- b. How to design a motion graphic visualization about the negative impacts of shark consumption that is good and easy to understand?
- c. How to design a good audiovisual that is easy to understand for the target audience?

#### 14.1.5. Objectives

- a. To provide information on the negative health impacts of shark consumption in the form of public service announcements.
- b. Designing a motion graphic visualization of the negative impacts of shark consumption that is good and easy to understand.
- c. Designing good and easy to understand audiovisuals for the target audience.

### 14.2. Methods

The design method used in this research is The Design Method by Eric Karjaluoto with four stages as follows:

#### a. Discovery

Data collection to obtain data and information relevant to a case or problem is carried out in two processes. First, a literature study to obtain references about sharks, shark finning, community consumption levels, and the impact of shark consumption. Second, distributing questionnaires to obtain information from the target audience so that the design is right on target.

#### b. Planning

Library Study, collecting data through books, literature and various reports related to the problem to be solved. Conducting a research approach using a qualitative approach by collecting data used as a design reference through a comparative study. The data analysis presentation is displayed in a mood board form.

#### c. Creative

Design themes, design concepts, visual motion graphic style, and advertising materials according to the data obtained at the discovery and planning stages.

d. Application




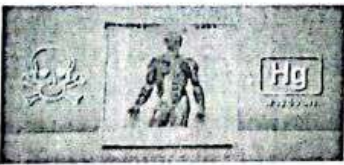
Placement of motion graphic advertising media on social media platforms that are frequently accessed by the target audience, namely, Youtube, Facebook, and Instagram.

14.3. Results and Discussion of the Questionnaire

The data in this study were collected through a survey method by distributing questionnaires that have been filled in by 33 respondents. The total questions in the questionnaire were 16 questions, including about shark fin dishes, shark populations, and regulations in Indonesia, shark finning practices, toxins in sharks, and campaigns about sharks in Indonesia. From the questionnaires that have been distributed, the target audience is 18-27 years old.

14.3.1. Comparative Study

Table 14.1. Comparative study

Video	Fungsi ILM	Informing	Persuading	Reminding	Adding Value
	Medusa You Rock - Shark Fin Soup Facts	✓	✓	✓	
	WildAid - Shark Fin	✓		✓	
	Fusion - Cruelty of Shark Finning : Sharks Attacked	✓		✓	
	FinFree - What Shark Fin Tastes of...	✓	✓	✓	

The results of the comparative study that have been made, it is concluded that the videos use the narrator's voice to clarify the delivery of information that cannot be fully displayed in the text or illustrations visualized in the video. All videos are short 1 to 3 minutes long with audiovisual that is simple and easy to understand. However, the 4 videos do not provide details about the toxic content in sharks and their impact on the human body.

#### 14.3.2. Communication Concepts of Public Service Advertisements

Shimp (2003) mentions the functions of public service advertisements consisting of informing, persuading, reminding, and adding value, then the concept of public service advertising is based on its function, namely:

a. Informing

Informing functions to provide information to the public about a program, alerts, or community services. The advertisement that is made contains information about the practice of overfishing of sharks with the practice of catching shark finning, the countries that catch and import the most shark fins, as well as the main information that is conveyed about the poison and its impact on the human body.

b. Persuading

Persuading functions to form preferences for issues and social problems so that the advertisement will be able to change people's perceptions of the issues raised. The invitation in the advertisement displayed is to stop consuming shark fin dishes by showing the effects of the disease on the body.

c. Reminding

Reminding functions to keep the social issues being campaigned fresh in people's memories and to increase public awareness of the social issues being advertised. The advertisement aims to remind people about the many effects of disease on the body from eating shark fin dishes.

d. Adding Value

Advertising functions to influence people's perceptions, so that the campaign can be something to be proud of, seem elegant, and so on. The added value of advertising is in the form of education provided to target audiences about health, by describing the toxic content found in sharks and the adverse effects on the human body.

#### 14.3.3. Visual Concept

The visual style is designed after studying the visuals of motion graphics which are used as comparative studies, using layout forms and visual styles as a reference for motion graphic design. Non-realist two-dimensional vector illustration with solid color and using grain texture. The design of graphic elements for motion graphics is presented in the form of a mood board.

#### 14.3.4. Motion Graphic Concept

Designing a motion graphic for a public service advertisement to convey education about the negative impacts of shark consumption on health. The problem that you want to solve is obtained from the results of a questionnaire that has been filled in by the target audience, where the target audience has minimal knowledge of the various toxic contents in sharks. Information about some of



the effects of the disease is conveyed by illustrating the anatomy of the body organs so that the audience can get a clear depiction.

The animation techniques used in designing public service advertisement motion graphics are some basic techniques such as position, scale, opacity, and masking. Other effects used include wave warp, trim path, cc particle wool, simple choker, turbulent, and gradient ramp.

a. *Wave Warp Effect*

One of the effects in Adobe After Effects to create waves from a shape, which can be adjusted wave shape, wave distance, and wave direction.

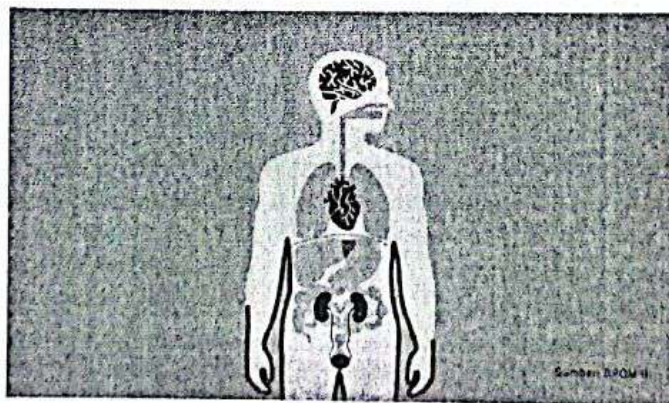
Figure 14.1. Wave Warp Effect in Motion



b. *Trim Path Effect*

An effect that is used to animate a line, following a line pattern that has been formed according to the object in the advertisement. The trim path effect in advertisements is used as an animated timepiece and visualization of immune system damage.

Figure 14.2. Trim Path Effect in Motion



c. *CC Particle World & Simple Choker*

CC particle world effect to create blood in motion graphics. Made from particles that are collected at one point and then the particles are smoothed with a simple choker effect.

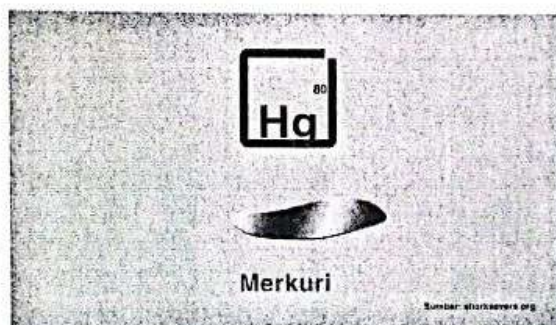
Figure 14.3. Effects of CC Particle Word & Simple Coker in Motion



d. *Turbulent & Gradient Ramp*

Effects Turbulent effects are used to create fluid-like animations of shape and add a gradient using a gradient ramp to add metal visualization to mercury.

Figure 14.4. Turbulent Effect & Gradient Ramp in Motion



## 14.4. Conclusion

The final result of designing this public service advertisement is expected to convey information about the negative impact of shark consumption. There are two pieces of information presented in the advertisement, namely information about shark fishing and the health impacts of shark consumption. Information is presented in sufficient detail in the section on some of the effects of the disease. This information is packaged in the form of motion graphics. Using a non-realist two-dimensional vector image visualization with a solid color. Narration and subtitles complement the video to clarify information that cannot be visualized on the video to be conveyed to the target audience so that it is right on target.

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