

ABSTRACT
THE DESIGN OF THE CAMPAIGN MEDIA PRESERVATION OF
PROTECTED FOREST MOUNT KLABAT

By

Amsal Yonas

1601144381

North Sulawesi Province is an area rich in objects and tourist attractions found on the coast and its forests. One of them is Mount Klabat, the area including the protected forest area is located in the district of North Minahasa. Klabat status as a volcano is not active, now become hiking tourism object that is popular in North Sulawesi. According to the unity of the Protected Forest Management (KPHL) North Minahasa in 2017, there is around 40 percent of the forest area has been damaged by illegal logging activities and community waste by a mountain climber. The impact of waste and illegal logging in protected forest areas mount Klabat will cause disruption of the function of the forest ecosystem and the basic needs of society (Unity Of Protected Forest Management North Minahasa). But there are not effective social campaign activities for promoting awareness among the public about the Mount Klabat will be the importance of the preservation of protected forest in the Mount Klabat. This study uses data collection methods such as unwritten interviews, observation, observation, library study, and questionnaire. data analysis such as questionnaire analysis, comparison matrix and conclusion matrix. local governments to be able to awake the community and prevent damage to the protected forest of Mount Klabat, which is getting bad.

Keywords: Design, The Campaign, Mount Klabat, Protected Forests, North Sulawesi