Circle of worry song video clip as a campaign medium to save the environment from damage

D T Ardianto, B Riyanto and B Fajriani
Visual Communication Design Departement, Universitas Sebelas Maret, Indonesia

Corresponding author: denytri@staff.uns.ac.id

Abstract The Earth Day is commemorated every April 22nd to remind the importance of environmental protection. The environment that sustains our lives is getting weary over time. A group of filmmakers compiled a video clip consisting of environmental destruction events. This video clip is used as the background of a song entitled Circle of Worry. The purpose of this song clip production is to campaign for environmental protection. The video clip was made using creative collaboration method. The video was then distributed through social media and online platforms to reach broader audience, especially the younger generation. Through this media, it is hoped that the younger generation’s attention and awareness will emerge to better protect their environment.

1. Introduction
According to 2021 Earth day report published on earthday.org, the theme for Earth Day 2021 is “Restore our earth”. This year's Earth Day theme focuses on natural processes, emerging green technologies, and innovative thinking that can help restore the world's ecosystems. The issues covered in the report include climate literacy, reforestation, regenerative agriculture, and clean-ups [1]. Healthier ecosystem will provide healthier the environment for its people, because ecosystems support all life on earth [2,3]. Restoring damaged ecosystems will help reduce poverty, combat climate change, and prevent biodiversity loss.

The National Disaster Management Agency (BNPB) noted that there had been 185 disasters in early 2021. Up to January 21st, 2021, the most frequent disaster was flood with a total of 127 incidents. Another common disaster was landslides with a total of 30 cases. The death toll from a series of disasters in 2020 was 166 people, with more than 1,200 injured, and 1.3 million people relocated. According to ABC Indonesia's report on Friday (1/22/2021), when compared to the same period up to January 2020, BNPB noted that there were 297 disasters during the year. This includes floods in Jakarta area and its surroundings, and landslides in a number of other areas. The disasters that happened earlier this year (2021) claimed more lives than those in January 2020 that killed 91 people [4]. Moreover, Indonesia is located on the Pacific Ring of Fire where tectonic plates often collide and cause a lot of volcanic activity and earthquakes [5,6]. A number of organizations and environmental activists claim that the disasters in Indonesia are closely related to the accumulation of forest damage due to deforestation. This bears impacts on the climate change [7,8].

Quoted from jnnn.com, according to Aida Greenbury, a Sydney-based campaigner and advisor for Indonesia-based ‘zero deforestation movement’, the flooding in Indonesia has become more frequent in the last 30 years, especially on the island of Borneo (Figure 1). This is because land and forests are
converted to mines or oil palm plantations [9]. The data from Global Forest Watch from 2002 to 2020 show that Indonesia had lost 9.75 Mha of its humid primary forest. The number equals 36% of the total forest tree cover and 10% of the total humid primary forest area in Indonesia [10].

In general, there are two factors that can cause environmental damage, namely natural events and human activities [11,12]. Volcanic eruptions, floods, erosion, landslides, hurricanes, earthquakes, and tsunamis are some examples of natural disasters. These disasters are the natural causes of environmental damage. Disasters such as floods, erosion, forest fires, and landslides can also occur due to human intervention. The second cause of environmental damage is human activities. The damage caused by humans is in fact greater than the damage caused by natural disasters. This is because the damage done by human occurs continuously and tends to increase. Human activities that may cause environmental damage include forest conversion, mining, and other activities causing air, water and soil pollutions.

On the commemoration of the 2020 National Waste Care Day, Jo Kumala Dewi, the Director of Environmental Partnerships of the Ministry of Environment and Forestry (KLHK), said that the young generation is the front line in environmental conservation in Indonesia. Further, she explained that the latest data from the Central Statistics Agency (BPS) shows that Indonesian citizen is currently dominated by generation Z (27.94%) and millennials (25.87%). These younger generations have a crucial role in shaping new habits that will bear impact on the sustainability of the environment in the future [13].

In Indonesia, the younger generation or the millennials has been increasing in number. They play important roles in the success of climate change prevention, especially environmental care campaign on social media. The millennial generation likes to surf the virtual world using their gadgets. An appropriate education about the environment can encourage them to concern more about the environment and climate change [14]. In addition, Indonesian people are fond of watching videos on YouTube, especially those presented by local YouTubers. This can be seen from the number of Indonesian content creator subscribers that continues to rise in recent years. Rajant Meshram, a YouTube Creator & Artist Development Manager for India & South East Asia, said that YouTube channels from Indonesia have a significant increase in the number of subscribers in the last three years [15].

In addition, content creators from outside Java Island is also increasing. This increase also brings much potential. The high number of video graphic content accounts in YouTube shows that there are many young people throughout Indonesia who are interested in the audio-visual field. Such potential can be used as a means to voice environmental issues. An example of environmental campaign using YouTube video is the video clip entitled “Circle of Worry” by Bening Fajriani, a student of Visual Communication Design program of Universitas Sebelas Maret. “Circle of Worry” is a song written by Dr. BJ. Riyanto, M.Hum. The song was rearranged by Seyan REV, a professional audio arranger who has participated in many national and international video projects on YouTube. This video clip is
interesting because it is a compilation of environmental damage video footages submitted by content creators from various regions in Indonesia. This collaborative video work can visually describe how the nature in Indonesia is suffering due to various disasters and damages caused by ignorant human actions.

2. Methods
The creation process of the song video clip went through several stages. The first stage was exploring and understanding the messages of “Circle of Worry” song and analyzing its potential and weaknesses. The elements in the song were then rearranged to adjust with the style of the predetermined target audience. In general, the elements of the song consist of instruments and moods. After the song rearrangement process was completed, it was then re-explored to determine the video clip concept that fits the song. Then the next stage was the video design processes, namely; pre-production, production, and post-production or editing.

3. Results and discussion
Based on the music and video production methods, the steps taken were:

3.1. Audio rearrangement
In this design process, the songs created by BJ Riyanto was rearranged with a new concept to make it more 'easy-listening' to the ears of the target audience, the millennial generation. The rearrangement also involved Seyan REV, an audio arranger who is also a producer of a well-known Indonesian musician Alfify REV.

3.2. Pre-production
In the pre-production stage, the song was interpreted into visuals using storylines and storyboards. And then, all requirements related to video shooting were prepared. The preparation included setting production timeline, determining production team, financing, talent, shooting location, licensing, preparing production equipment, and editing. In addition, invitations to Indonesian content creators were sent to ask them to contribute to the video clip campaign. The content creators were invited to send footages of environmental damage in their area. These footages were then compiled to be the background video clip for “Circle of Worry” song. Some of the content creators who contributed in the project were Fajri Yuanda from Pekanbaru, Fariz Muhammad from Kuala Enok, Sandiko Daris from Tembilahan, and Pramudyyo Agung & Fauzan Daffa Attala from DKI Jakarta. There were also contributors from various provinces such as Central Java, Bali, Southeast Sulawesi, and Papua.

3.3. Production
After the pre-production preparation stage was completed, the production stage was carried out. Shooting and sound take were done at locations according to the existing storyline and storyboard (Figure 2). This was done to minimize improvisation in the field that would impact the post-production or editing process.

3.4. Post production
The raw materials produced in the production process were processed and combined with materials from other content creators. Due to the large number of submitted video materials, the main obstacle was to draw a common line from the submitted videos to create a harmonious collaboration. Offline editing was done by synchronizing the images and audio music, as well as compiling visual elements according to the expected narrative flow. After the edited clip fit the narrative concept, the composition of images, sounds, titles, and colour grading were finalized.
After the production of the video clip was completed, the teaser video and the clip were released through several designated media channels such as YouTube, Instagram, Instagram TV, Soundcloud, Spotify, and local & national radio stations. After 1 year of circulating on various social media platforms, responses from internet users were gained and most of them were positive. The responses were mostly support for the environmental protection. From these results, it can be seen that the video was quite successful as a means of campaign for making changes and improving the community behavior regarding environmental issues.

4. Conclusion
Based on the discussion above, it can be concluded that music video clips can be an effective media in campaigning for the environmental care to the millennial generation. Collaborative works from content creators throughout Indonesia can boost environmental campaigns due to the potential networks that the content creators have. This network increases campaign effectiveness through social media. Therefore, environmental preservation movements using more adaptive and dynamic media that are close to the lifestyles and mind sets of the younger generation are effective and feasible for future reference. In the end, the younger generations, especially millennials, are the next generations who will continue the struggle to protect the earth from damage, especially damages done by humans.

References
[1] Katadata T P 2019 Menuju Indonesia Peduli Sampah Plastik di Laut Retrieved from: katadata.co.id
[2] Bonan G B and Doney S C 2018 Science 359 6375
[3] Gopal B 2020 freshwater ecosystems: ecological characteristics and ecosystem services Ecosystems and Integrated Water Resources Management in South Asia (Routledge India) pp 13–48
[4] Putra Y M 2019 Festival Memedi Sawah Jadi Daya Tarik Wisata Muntilan Retrieved from: republika.co.id
[5] Siagian T H, Purhadi P, Suhartono S and Ritonga H 2014 Nat. Hazards 70 1603–17
[6] Masum M and Akbar M A 2019 IOP Conf. Ser.: Earth Environ. Sci. 249 12020
[7] Saputra E 2019 Land 8 76
[8] Christiawan P I 2018 J. Landsc. Ecol. 11 77–87
[9] ABC Indonesia 2021 Indonesia Alami 185 Bencana di Awal 2021, Pertanda Alam Sudah Rusak Retrieved from: jpnn.com
[10] Watch G F 2020 *Primary Forest Loss in Indonesia* Retrieved from: www.globalforestwatch.org/

[11] Downs P W, Dusterhoff S R and Sears W A 2013 *Geomorphology* **189** 121–34

[12] Short F T and Wyllie-Echeverria S 1996 *Environ. Conserv.* **23** 17–27

[13] Zhafira A N 2021 *KLHK: Generasi Muda Garda Terdepan Pelestarian Lingkungan* Retrieved from: antaranews.com

[14] Hadi D W 2019 *Siaran Pers: Pencegahan Perubahan Iklim Perlu Dukungan Generasi Muda* Retrieved from: ppid.menlhk.go.id

[15] Kumparan 2019 *Bos YouTube Akui Youtubers Indonesia Makin Produktif* Retrieved from: kumparan.com