

## ABSTRAK

Risal N. Jamali, 2020. Pengetahuan Masyarakat Maluku Utara tentang Konservasi Burung Rangkong Irian (*Rhyticeros plicatus ruficollis*) (Vieillot, 1816), Sebagai Bahan Pembuatan Poster untuk Media Informasi Kepada Siswa. Pembimbing Zulkifli Ahmad S.Pd., M.Sc dan Dr. M. Nasir Tamalene, M.Pd.

Burung rangkong Irian (*Rhyticeros plicatus ruficollis*) sering dijumpai di Pulau Halmahera. Konservasi burung rangkong sangatlah penting, mengingat termasuk satwa yang populasinya sangat sedikit. Penelitian ini bertujuan untuk mengetahui pengetahuan masyarakat tentang konservasi burung rangkong dan mendesain poster untuk media informasi kepada siswa. Angket sebagai instrumen penelitian yang dibuat di google formulir kemudian disebar kepada masyarakat melalui media sosial.

Dari hasil penelitian masyarakat yang mengetahui tentang burung rangkong irian (*Rhyticeros plicatus ruficollis*) terdapat 89% pernah melihatnya dan 11% tidak pernah melihatnya. Masyarakat pernah melihatnya di hutan, di pelihara orang, di TV/Koran dan di poster. Terdapat 8% masyarakat pernah memakan burung rangkong dan 92% tidak pernah memakannya. Masyarakat yang pernah memelihara burung rangkong 8% dan tidak pernah memelihara 92%. Masyarakat yang pernah menangkap burung rangkong 3% dan tidak pernah menangkapnya 97%. Burung rangkong sering diperdagangkan oleh masyarakat yakni 0,5%. Terdapat 47% masyarakat mengetahui burung rangkong dilindungi UU, 23% masyarakat belum mengetahuinya dan 30% masyarakat baru tahu. Ketersediaan masyarakat berpartisipasi dalam program konservasi burung rangkong yakni 28% sangat bersedia, 60% bersedia, 8% kurang bersedia dan 4% tidak bersedia. Masyarakat menyetujui burung rangkong dilestarikan karena populasinya sedikit. Poster sebagai media informasi dinyatakan layak untuk digunakan. Media poster sangat bermanfaat untuk menyampaikan pesan kepada khalayak.

Kata kunci : *Burung Rangkong Irian, Konservasi, Masyarakat, Pengetahuan*

## ABSTRACT

Risal N. Jamali, 2020. Knowledge of the North Maluku Community about Conservation of the Irian Hornbill (*Rhyticeros plicatus ruficollis*) (Vieillot, 1816), as Material for Making Posters for Information Media to Students. Supervisor Zulkifli Ahmad S.Pd., M.Sc and Dr. M. Nasir Tamalene, M.Pd.

The Irian hornbill (*Rhyticeros plicatus ruficollis*) is often found on Halmahera Island. The conservation of hornbills is very important, considering that it is an animal whose population is very small. This study aims to determine public knowledge about hornbill conservation and to design posters for information media to students. Questionnaires as research instruments made on Google forms are then distributed to the public through social media.

From the results of research, people who know about the irian hornbill (*Rhyticeros plicatus ruficollis*) there are 89% have seen it and 11% have never seen it. People have seen it in the forest, being cared for by people, on TV/newspapers and on posters. There are 8% of people who have eaten hornbills and 92% have never eaten them. People who have kept hornbills are 8% and have never kept 92%. People who have caught hornbill 3% and never caught it 97%. Hornbills are often traded by the public, which is 0.5%. There are 47% of the people who know that hornbills are protected by law, 23% of the people do not know about it and 30% of the people just know. The public's willingness to participate in the hornbill conservation program was 28% very willing, 60% willing, 8% less willing and 4% not willing. The community agrees that the hornbill is preserved because the population is small. Posters as information media are declared eligible to be used. Media posters are very useful for conveying messages to the public.

Keywords : *Conservation, Irian Hornbill, Knowledge, Society*