

ANIMATED CHARACTERS OF SASA AND WIWIT IN PUBLIC SERVICE ADVERTISEMENTS AS INFORMATION ON THE BENEFITS OF OIL PALM BY BPDPKS (PALM PLANTATION FUND MANAGEMENT AGENCY)

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ABSTRACT

Palm oil is an important industrial crop as a source of cooking oil, industrial oil and fuel. Indonesia, as the world's largest producer, plays a strategic role in the global economy with the palm oil sector providing millions of jobs. However, smear campaigns regarding palm oil from other countries have become a controversial issue. The Palm Oil Plantation Fund Management Agency (BPDPKS) plays a role in spreading positive information about palm oil, including through public service advertisements that use 2D animation. In this advertisement, the characters Sasa and Wiwit are used as icons to convey information about the benefits of palm oil to the public. This research aims to analyze the animated characters Sasa and Wiwit in BPDPKS Public Service Advertisements which use 2D animation. This analysis is important to understand how an animated character can convey an effective message or information to the public.

Keywords: Palm Oil, Public service advertisements, Animation, 2 dimensions, Campaigns

INTRODUCTION

Palm Oil, a plantation crop, serves as a valuable source for cooking oil, industrial oil, and fuel. It encompasses two species, *Elaeis guineensis* and *Elaeis oleifera*, cultivated for commercial purposes. Playing a pivotal role in Indonesia's economic progress, palm oil is a crucial agricultural commodity. Indonesia, being the world's largest palm oil producer, has generated employment for approximately 16 million individuals, both directly and indirectly. Despite its significance, various nations engage in negative campaigns against palm oil, often contradicting their purported health-focused policies with detrimental smear campaigns.

The palm oil industry has a significant role in the Indonesian economy as one of the country's main export commodities. However, this industry is often the target of negative campaigns or "black campaigns" from various parties, both at home and abroad, which highlight the negative environmental and social impacts of palm oil production.

This black campaign regarding palm oil presents negative issues about the palm oil industry, there are four big issues, namely; first, the palm oil industry threatens biodiversity; second, deforestation increases pollution and greenhouse gases; third, the opening of plantations results in conflicts over community land tenure and the exclusion of isolated tribes; and fourthly, the rise of human rights issues related to child labor on oil palm plantations and the neglect of women's rights. This was conveyed by (Tanuwidjaja, 2020). In facing this challenge, the Palm Oil Plantation Fund Management Agency (BPDPKS) strives to provide balanced and educational information to the public about the positive benefits of oil palm. One of BPDPKS' efforts to convey this information is through public service advertisements using the animated characters Sasa and Wiwit.

Public service advertisements are used to provide information to the public about important issues or social problems that need attention. The functions of public service advertisements include influencing public behavior, building public awareness, strengthening the image of an organization or institution that supports or promotes the issue. The concept of this public service advertisement about palm oil uses animation. Munir (2012) in his book entitled *Concepts and Applications in Education*, explains that "Animation has an important role in conveying information to the public, some of the advantages of animation are attractive visuals, by utilizing design, color and so on. Animation can also facilitate people's understanding, by using images and visualization, information that is difficult to understand can be digested easily. Animated characters can be interpreted as images that contain objects that appear to be alive, because the collection of images changes regularly and is displayed alternately. Objects in images can include writing, object shapes, colors and special effects (Munir, 2012). In the BPDPKS palm oil community service advertisement, the characters used are Sasa and Wiwit. These two characters are used to convey messages about the benefits of palm oil for society in a fun and easy to understand way. With this animated character, it is hoped that positive messages about palm oil can be more easily accepted and understood by the wider community. However, although the animated characters Sasa and Wiwit have been used in BPDPKS public service advertisements, there has been no research specifically to analyze the animated characters of Sasa and Wiwit. Therefore, this research will fill this gap by evaluating the role and contribution of the animated characters Sasa and Wiwit in BPDPKS public service advertisements as a source of information about the benefits of oil palm. Thus, this research will provide deeper insight into animated characters in conveying educational messages to the public about the palm oil industry.

LITERATURE REVIEW

ANIMATION

Animation is a process of recording and playing back a series of static images to achieve the illusion of movement. Ibiz Fernandez (2002). Animation comes from the word "Animation" which in English "to animate" which means to move. Animation is a means of providing information and also a means of entertainment. Animation is more interesting and easy to remember with various expressive and imaginative stories. Animation continues to evolve along with technology and cultural changes. From simple techniques to today's sophisticated digital animation. Other experts also say that animation essentially involves the presence of a number of still images arranged to create an illusion of movement in the viewer's mind. From this understanding, the illusion of movement occurs in the mind of the viewer and is not merely about still images being moved in a certain technical way as a different activity. Pikkov considers this belief to be important because the presence of animation involves imagination and the emotional workings of the human mind, so research on the same thing is needed to find out the richer communication content in it. Pikkov also explains in his book *Animasophy* (2012), since ancient times animation has been present in the form of images containing movement, found on cave walls, rocks, various natural media, and all of them carry messages in the form of religious missions, documentation, science and technology. In its time, education and philosophy, as well as entertainment content. Before the discovery of modern technology, humans had tried to create moving images using techniques such as Spanish cave wall paintings depicting the "movement" of animals Hallas and Manvel (1973). Until finally, along with the development of the internet and social media platforms, animation has become increasingly popular. Currently, animation has become an inseparable part of online content, including short videos, digital advertising and social media content.

ANIMATED CHARACTERS

In his book entitled *Multimedia Concepts and Applications in Education*, Munir (2012) states "Animated characters can be interpreted as images that contain objects that appear to be alive, because the collection of images changes regularly and is displayed alternately. Objects in the image can be writing, object shapes, colors and special effects." Character animation itself has now developed, which used to have simple principles, now has several types of animation, namely:

a. **2D Animation (2 Dimensions)**

Two-dimensional animation or bi-dimensional animation is also known as flat animation. Initially, two-dimensional animation (2D Animation) was created. The real realization of the development of two-dimensional animation which was quite revolutionary was the creation of cartoon films. For this reason, 2D animation is also called cartoon films. Cartoon itself comes from the word Cartoon, which means a funny picture. Most cartoon films are funny films. For example Tom and Jerry, Scooby Doo, Doraemon.

b. **3D Animation (3 Dimensions)**

The development of technology and computers has made 3D animation creation techniques increasingly developed and advanced rapidly. Animation is a movement created in an image or text. By using animation, the movement of objects or text will look more alive. 3D animation is a development of 2D animation. With 3D animation, the characters shown are more alive and real, approaching their original human form. For example, the Toy Story film made by Disney (Pixar Studio).

c. Stop Motion Animation

This animation is also known as claymation because this animation uses clay as an object that is moved. This technique was first introduced by Stuart Blakton in 1906. This technique is often used to produce visual effects for films from the 1950s and 60s. This type is the least heard and found among other types. This animation uses plasticin, a flexible material like chewing gum. The characters in Clay animation are made using special frames for their body frames. Once the characters are ready, then photograph them movement by movement. These photos are then combined into moving images like the ones we see in films. This animation is quite difficult to produce and requires high costs.

PUBLIC SERVICE ANNOUNCEMENTS

According to Gema Pariwara (2011), advertising contains six basic principles, namely; if there is a certain message, an advertisement will not exist without a message, without a message, the advertisement will not be tangible. The message conveyed by an advertisement can be a combination of verbal and non-verbal messages; carried out by the communicator (sponsor), the advertising message exists because it was created by the communicator. On the other hand, if there is no communicator, there is no advertising message; carried out in a non-personal way, meaning not face to face. The delivery of a message can be called advertising if it is done through media (which is then called advertising media); delivered to a certain audience, advertisements are created by communicators because they want to be addressed to a certain audience. In the world of advertising, target audiences tend to be specific. The message conveyed is not intended to be given to everyone, but to a certain target audience group; In conveying the message, it is done by paying. In advertising activities, the term pay must now be interpreted broadly. Because, the word payment is not only done by means of money exchange, but by bartering in the form of space, time and opportunity; The delivery of the message expects a certain impact, in an advertising visualization, all messages in the advertisement should be effective messages. This means a message that is able to move audiences so that they follow the advertising message (Gema Pariwara 2011).

"Public service advertising is designed to operate in the interests of society and promote public welfare" (Lee and Johnson, 2004: 9). According to Widyatama (2005), "Public service advertising is advertising that is used to convey information, persuade or educate audiences where the ultimate goal is not to obtain economic benefits, but social benefits. The social benefits in question are the emergence of increased knowledge, awareness of attitudes and changes in people's behavior towards the problem being advertised, as well as gaining a good image in the eyes of the public."

From this understanding, the researcher concludes that public service advertising is a non-commercial advertisement aimed at the general public to provide information, change people's behavior related to the problems in the advertisement, and as a way to socialize government policies.

PALM OIL

Palm oil is an industrial plant that produces oil, such as cooking oil and fuel oil (biodiesel). Oil palm plantations are very profitable for industry, so many forests are being converted into oil palm plantations. Indonesia is the largest producer of palm oil in the world. Oil palm plantations themselves are spread across various regions such as; Sumatra, Java, Kalimantan and Sulawesi. (Supriyanto, 2015). Palm oil is a tree that can reach a height of up to 24 meters. Even though they have fibrous roots, oil palm trees can stand upright and are very sturdy.

BPDPKS (PALM OIL PLANTATION FUND MANAGEMENT AGENCY)

The Palm Oil Plantation Fund Management Agency (BPDPKS) operates as a subordinate unit within the realm of Palm Oil Plantation Fund administration, falling under the jurisdiction of the Minister of Finance. BPDPKS is entrusted with managing the Palm Oil Plantation Fund in alignment with steering committee directives, while also considering governmental initiatives. This steering committee comprises eight ministries, including the Coordinating Ministry for Economic Affairs (as the Chair), Ministry of Finance, Ministry of Agriculture, Ministry of Industry, Ministry of Trade, Ministry of Energy and Mineral Resources, Ministry of State-Owned Enterprises, and Ministry of National Development Planning/Head of the National Development Planning Agency.

The Palm Oil Plantation Fund Management Agency (BPDPKS) is a non-echelon organizational unit in the field of Palm Oil Plantation Fund management. BPDPKS officially became a Public Service Agency and the organization and work procedures of the Agency were determined through the Regulation of the Minister of Finance of the Republic of Indonesia number 113/PMK.01/2015 dated 10 June 2015. The formation of BPDPKS is the implementation of the mandate of article 93 of Law Number 39 of 2014 concerning Plantations, namely collecting funds from plantation business actors or better known as the CPO Supporting Fund (CSF) which will be used to support sustainable palm oil development programs. The sustainable palm oil development program has several objectives, namely: encouraging research and development, business promotion, improving industrial development infrastructure, biodiesel development, replanting, increasing the number of business partners and the amount of distribution in the form of exports, as well as educating community resources regarding oil palm plantations.




The BPDPKS organizational structure is determined through a Minister of Finance Regulation, namely 5 (five) Directorates with 13 (thirteen) Divisions, each of which has a function and role to develop and make the sustainable palm oil development program a success. The technical ministry as the technical supervisor of the Palm Oil Fund Management Agency is the Directorate of Investment Management Systems (Dit.SMI) of the Ministry of Finance, while the financial supervisor is under the Directorate of Financial Management Development (Dit.PPK BLU) of the Ministry of Finance. The service rates charged consist of Plantation Fund Levy Rates for Exports of palm oil, Crude Palm Oil (CPO), and/or derivative products as well as Contribution Rates for oil palm plantation business actors.




METHODOLOGY



The research method used in this research is a qualitative method. According to Creswell (2003), qualitative research is a tradition in the social sciences which fundamentally relies heavily on human observation, both in its area and in its terminology. Qualitative research aims to explain phenomena in as much depth as possible through collecting as much data as possible. This research does not prioritize population size. If the data collected is in-depth and can explain the phenomenon being studied, then there is no need to look for other sampling. The approach taken using the descriptive method and qualitative approach was chosen by the researcher, because in practice in the field, researchers find data, facts and phenomena that occur, where researchers use qualitative methods.


DISCUSSION


In this research, researchers will analyze the characters of Sasa and Wiwit in public service advertisements as information on the benefits of palm oil by BPDPKS (Palm Oil Plantation Fund Management Agency).


Scenes	Message	Visual	Picture	Time
1	Uplifting nationalism.	Fluttering Red and White Background.		00 - 01 s
2	The characters of this story are Sasa and Wiwit, as the Palm Oil icon/mascot of BPDPKS. Strengthen the introduction of Sasa and Wiwit characters into public spaces: funny, adorable, compact and friendly	The red and white became Sasa and Wiwit's headbands. The character appears from BOTTOM up (full body). Sasa and Wiwit waved their hands to say hello.	 	03 s

3	Sasa and Wiwit comply with health protocols and show concern regarding the Covid 19 Pandemic experienced by the Indonesian people at that time.	Sasa and Wiwit wearing medical mask to her face...and... keep the distance		02 s
4	Spirit nationalism.	Focus on the fist Hand. PROCLAMATION... Independent,... Independent,... Independent		
5	Introducing the public that oil palm has very useful fruit.	From a fist hands, screen zoom upwards sky visuals blue and white.		05 s

<p>6</p>	<p>There is power big ones give blessing for Indonesia, as founding fathers formulate that independence Upper Indonesia the grace of Allah SWT.</p> <p>Independence has opened way for utilization natural wealth Indonesia for as big as possible prosperity people of Indonesia.</p>	<p>from the sky, like there are seeds which was dropped to earth. So growing shoots, keep growing, keep growing rises to become a tree Palm oil Intact.</p> <p>(Visualization grow:from DOWN to ON)</p>	 	<p>06 - 07 s</p>
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7	Introducing public that Palm oil have fruit which is very beneficial.	From fruit transformed into fluid image.		08 s
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<p>8</p>	<p>Palm oil can be used for production various products life necessities human, in the whole world.</p>	<p>The liquid is dripping, scattered to each corner: food, drinks, products cleanliness, cosmetics, health, and energy renewable.</p>		<p>09 - 18 s</p>
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9	<p>Show palm oil contribution for progress Indonesia</p>	<p>Sasa's character and Wiwit with a mask appeared in middle. Products transform be graphic:</p> <p>1. Indonesia producer number 1 Palm oil in this world</p>		20 - 26 s

		<p>2. Palm Oil Exports produce foreign exchange ± Rp 300 trillion.</p> <p>3. Palm Oil Sector absorb 16 million workforce and Farmer.</p> <p>4. 14.25 million tons CO₂e subtraction gas emissions greenhouse.</p>		
<p>10</p>	<p>Awaken Spirit nationalism.</p>	<p>Transformed graphics be a LOGO RI 76th HUT along with the tagline</p> <p>Wiwit waved hand.</p>		<p>27 - 29 s</p>

CONCLUSION AND RECOMMENDATION

The results of this research show that the Sasa and Wiwit public service advertisements provide information that oil palm has very useful fruit. By using the characters Sasa and Wiwit, as the Palm Oil icon/mascot of BPDPKS. In this public service advertisement, it is explained that palm oil can be used to produce various products needed for human life, throughout the world, including food, drinks, hygiene products, cosmetics, health and renewable energy. The use of animation concepts, as well as the characters Sasa and Wiwit also help the public to more easily understand the meaning of the advertisement, with an animated audio-visual concept supported by supporting graphics and animation, this advertisement can provide the public with an understanding of the benefits of palm oil in a short, concise manner. and clear.

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WEBSITE

BPDPKS

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