

Visual Perception of Orangutan Wildlife Photo Utilized on World Wildlife Fund for Nature (WWF) Campaign

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Abstract. Orangutans are native to Indonesia that currently on the verge of extinction. This situation occurs because of decreased Orangutans' habitat availability, illegal hunting and high frequency of Orangutans' babies that are illegally traded. WWF is a non-profit organization that focuses on animal and environmental protection activities, one of which is by campaigning orangutans' protection. One of numerous campaigns conducted by WWF is implemented through wildlife photo as a tool of communication. In this research, we focused on stages to produce necessary visual perceptions and the importance of wildlife photo utilized in WWF campaigns. The result of this research is aimed to acknowledge visual perception stages to produce necessary perceptions from the viewers and the importance of Orangutans' photo on WWF campaigns. The final intention of these photos is to construct viewers' perception. This research is categorized as qualitative research. Method utilized in this research is study case by discussing perception stages and the importance of wildlife photos utilized on WWF campaigns. The result of this research will reveal the necessary visual perception as final perception perceived by viewers and the importance of wildlife photos display as main subjects. The wildlife photo results will provide clearer information according to the objective of WWF main campaign, which is to protect Orangutans.

Keywords: Affiliated company; merger control; competition

1 Introduction

Orangutans are native to Indonesia that currently on the verge of extinction. The current population of Orangutans is at 14,600. Indonesia possesses three types of orangutans namely Orangutan Sumatera (*Pongo Abellii*), Orangutan Borneo (*Pongo Pygmaeus*) and Orangutan Tapanuli (*Pongo Tapanuliensis*), and they are all currently endangered. The existence of Orangutans is vital for the sustainability of the ecosystem because orangutans play an important role as seed spreader and to ensure forest regeneration. Orangutans are commonly hunted and considered as pest by the people living around their habitats, and their babies are often illegally traded by poachers.

One of non-profit organizations focused on animal and environmental protections is the World Wildlife Fund for Nature (WWF). One of the campaigns conducted by this organization is to invite the people to protect orangutans that are currently on the verge of extinction. There are various campaigns methods implemented by WWF, one of which is by utilizing orangutans' photos as campaign media. One of wildlife photos utilized by WWF in their campaign, posted on their website is as follows:



Fig. 1. One of Orangutans' wildlife photos posted on WWF official website.

One of campaign media utilized by WWF is photo, specifically wildlife photography, because the main subjects in these photos are animals. Wildlife photography is a photographic genre focused on animal activities [1]. Wildlife photography is highly connected with animal documentaries in the animals' genuine habitats. The goal is to portray wild animals; their existence and their struggles in the wild, apart from another mean which is to describe the act of violence on them conducted by human that leads to their extinction [2]. Orangutans' Wildlife photos are utilized by the WWF in their campaign to drive visual perception of people that see and pay attention to these photos.

Visual perceptions of each and every photo viewer will be unique. Visual perception is vital to achieve the necessary level of success of a campaign and also to provide the people with important information. The rate of information perceived by photo viewers in a campaign can only reach optimal result when the photos have the ability to transfer the main idea of the campaign towards the viewers. The information of photos utilized on a campaign will become effective when the perception shown by the viewers are similar as the ones intended in the photos. This research will focus on stages to produce perception and the importance of Orangutans' wildlife photos utilized on WWF campaign.

2 Method

This research is categorized as qualitative research, which is utilized to reveal a situation of an object inside its context. This research is also utilized to discover deep meanings or understandings on the problems faced in form of figures, words, or events [3]. The utilized approach in this research is a case study approach through intensive, detailed and depth scientific activities on a certain event, both conducted by individuals, group of individuals,

institution or organization that obtain deep knowledge on the situation. This research will be focused on stages to produce orangutans' wildlife photo perception by WWF and the importance of Orangutans' wildlife photos as WWF campaign tool that will be perceived by the viewers.

3 Analysis and Discussion

3.1 Visual Perception Stages

Etymologically, perception comes from Latin word *perceptio, percipere*, which literally means to take or to receive. Perception is experience of an object, event, or relations obtained by concluding information and message interpretation. Based on that, we can say that perception is a way to give meanings through sensory stimulation [4]. On the other hand, visual perception is the ability to interpret what is seen by the eyes as an effect of fallen lights into the retina. The result of this perception is called sight. A number of psychological components that involve sight as a whole is called as visual system [5]. Stages on perception process is started by paying attention and conduct selection, continued by organizing the perceived object by sensory functions and finally to create interpretation. Human perception process stages are as follow [6]:

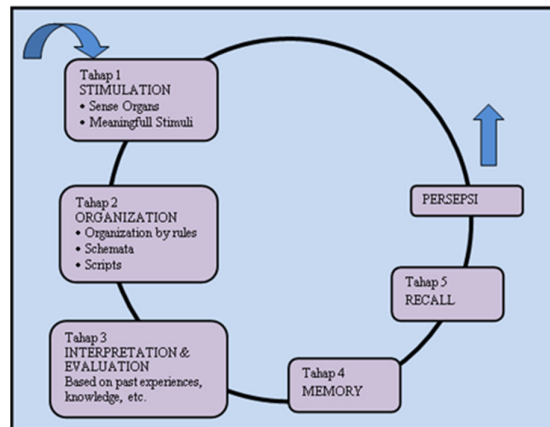


Fig. 2. Stages of Human Perception Process.

3.2 Stimulation

Stimulus or stimulation is a stage where individuals receive information or stimulation through their senses [6]. At this stage, selection process occurs and categorizes the received stimulants into ignored and noticed stimulants. Orangutans' wildlife photos used by the WWF were taken with high consideration and measurement to ensure that it can produce necessary stimulant and can provide the necessary information for the viewers, regarding the photo subjects. The photos were produced with certain technique to capture the subjects as it found on the wildlife. The utilized lightning comes from natural sunlight with no flashes to make sure that orangutans can feel comfortable and their eyesight is not disturbed. The light shone

from the front side of the subject to create detailed picture of the subjects. The photo format utilized is a medium shot to ensure that each frame will only picture the subject without any other elements. The clear wildlife photo visual will make it easier for the viewers to recognize the subject inside the picture and recall orangutans. To produce wildlife photo there are a number of necessary stages that must be followed as below:

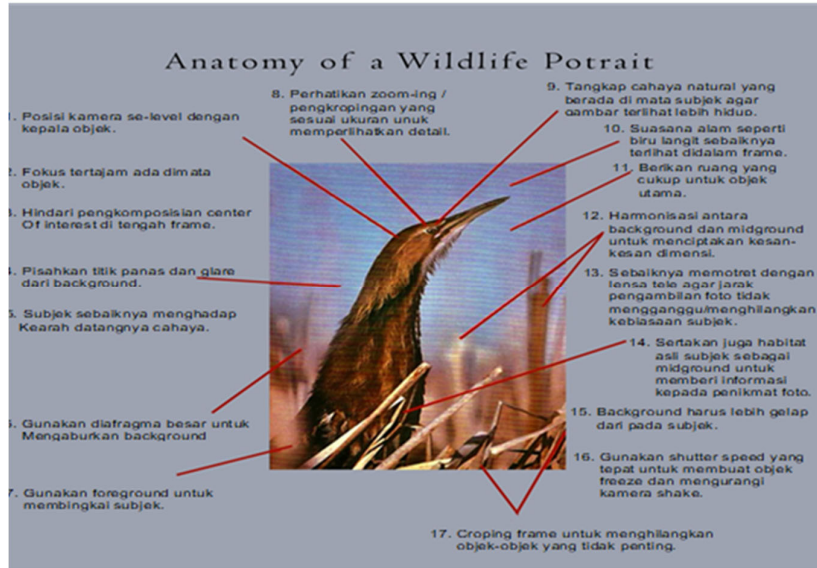


Fig. 3. Animal Portrait

To produce wildlife portrait, there are a number of utilizable methods such as continuous shooting mode that are commonly used when animal movement is unpredictable and cannot be previously set. Lens utilized in this method should be a telephoto lens to ensure the integrity of the animals' habitat. Besides that, telephoto lens has the ability to narrow the angle to get more focus on the animal. The correct moment would be at the time when the subject opens their eyes to produce a lively photo. To optimize lighting setting, it is suggested to conduct photoshoot in the morning or the evening so that the light will evenly spread on subjects and to create more visible details of the subject.

3.3 Organization

Organization is the stage where the photo viewer manages information based on the results of the stimulus received by the eye senses. Photo connoisseurs in managing information, one of them is by creating a scheme or framework that helps in managing the information obtained [6]. The grouping made by photo viewers is strongly influenced by the stimuli captured by the eyes. Schemes can be formed based on experience or information obtained, read or heard. In wildlife photos used by the WWF, photo viewers can be able to manage information and categorize the photo as a photo of an orangutan mother and orangutan child, orangutan should be protected because it's almost extinct, and that there is a loving relationship between orangutan mother and its child. This type of information and categorization can only be

available with the support of the wildlife photo visual. On orangutan wildlife picture, the moment is precise and successfully captures the relationship between the mother and the child, because the mother is pictured as highly protective towards its child. The expression of the subjects, both the mother and the child are able to picture sadness.

3.4 Interpretation and Evaluation

At this stage, viewers have already able to interpret or construct information received through their eyes. Interpretation and evaluation are highly subjective because their processes are influenced by experience, wills, and the emotional level of each individual [6]. At this stage, the role of wildlife photo is vital. Photos that can provide clear information regarding the goals of the WWF campaign must be well transferred towards the viewers. On Orangutans' wildlife photo, the information about the subjects is clear because the subjects are taken from the front side. The moment is precise because the female Orangutan is holding its baby, while also expressing sadness. The presented wildlife photo will drive certain type of emotion on the viewers; it might be sadness, empathy, or compassion.

3.5 Memory

At memory stage, the viewers have already stored the information about what was previously interpreted, and it will reappear when they see or hear something that is in accordance with the previously formed perception [6]. Memory plays an important role in influencing perception. This is because memory is a highly structured system that allows photo connoisseurs to record facts and record visuals. In this case, the viewers that have saved the information about Orangutans' wildlife photo will be stored in their memory, which will be brought back when they look at things related to the photo. This relates to the wildlife photos used by the WWF which have a prominent side, both in terms of the right moment, expressions that touch the hearts of the viewers, supported by interesting angles and compositions so it will attract attention and is positively perceived by the viewers as accordance with the objectives of the campaign.

3.6 Recall

At this stage the viewers have already memorized the photo and the perception that follows it. Recall is a stage where the perception stored in the viewers' memories is brought back and create perception. After the viewer went through the previous stages, the final stage is to embrace the perception formed regarding the photo used by WWF on their campaign. The viewers will be able to summarize the photo as a picture of sad Orangutan mother and child. Viewers will relate the photo with WWF which is known as organization focused on animal an environmental protection, and create a perception that Orangutan must be protected because it's on the verge of extinction, and that they require human assistance to survive. These perceptions are exactly the goal of WWF campaign regarding Orangutan protection efforts.

3.7 The importance of Orangutan Wildlife Photo on Visual Perception Formation

Orangutan wildlife photo used by WWF on their campaign plays an important role to form the necessary perception from the viewers. The utilized wildlife photo must be visually able to

provide information regarding goals of the campaign. Important aspects that must be available in a wildlife photo to support the campaign are the clear picture of photo subject so that the viewers can directly interpret that the picture shows Orangutan, which is why its existence must be dominant and act as main subject that will directly attract the viewers. Another aspect that must be considered is the moment of the picture, because with the exact moment the viewers will become more interested on the presented subject. The next aspect is the expression of the subject shown in the picture. The expression shown by Orangutan can highly relate with the viewers. The sad expression shown by Orangutan can drive empathy from the viewers. The selected photo has become the main key of the campaign, because with the picture the viewers can interpret the meanings and produce the necessary perception regarding WWF campaign.

4 Conclusion

Visual display shown through a picture has the ability to drive perception on the viewers. There are a number of important stages to create perception. These stages are stimulation, organization, interpretation & evaluation, memory and recall. Photos used on a campaign to deliver information must be powerful and clear so that the information in the photo can be interpreted and translated into expected perception. The Orangutan wildlife photo utilized by WWF on its campaign is in great quality. The photo is highly suitable to be used as campaign photo, because the subject is clearly presented and provide the necessary information regarding Orangutan identity. The moment captured in the picture is also clearly presented and highly informative. The moment is exact because it shows compassion and love between Orangutan mother and its child. The expression shown by Orangutan is also précised because they look sad. The perception produced after seeing Orangutan wildlife photo in WWF campaign can influence the viewers. The strength of the photo also plays an important role to create perception. Wildlife photo has the ability to deliver information regarding the goal of WWF campaign perceived by the viewers, which is to protect Orangutan that is on the verge of extinction.

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