ABSTRACT

JAVA DEER AS THE TYPICAL OF INDONESIAN ANIMAL

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Wildlife poaching is a human instinct that is existed since prehistoric times. In furtherance, wildlife poaching have posed a threat to the preservation of some wildlife species because it is done illegally. The threat of poaching to the preservation of wildlife can be direct or indirect. Direct threat occurs when the poaching of a wildlife species (e.g. tigers) will affect to the tiger itself, whereas indirect threat occurs when people hunt the prey of tigers (e.g. deer, antelope, wild boar, etc.). One of the wildlife that could potentially become hunted animal is timor deer (Cervus timorensis) or commonly known as java deer.

The preservation of java deer should be done by all generation especially the Indonesian youth as a successor of the nation. In order to preserve the java deer, it is necessary to introduce the animal by giving information to people to make them recognize and learn more about the existence of java deer and also realize the importance of protecting and preserving the java deer as Indonesian typical animal. The attempts to provide information and socialization of the existence of java deer will use posters as the main media, and t-shirts, eco bag, tumblr, phone casing, deck skateboard, and also short movie as the other support media. Visual design strategies and concepts that is used are expected to be delivered properly to people especially the young generation.

***Key words** : wildlife, java deer, preservation.*