

Campaign Video for Utilizing Black Soldier Fly (BSFLY) as Organic Decomposer for Organic Waste Management



ABSTRACT

Waste management in Boyolali Regency, Central Java, is still experiencing problems. 71% of the total 167 tons of daily waste has not been managed properly, 51.88% of which is organic waste. Since early 2020, the Black Soldier Fly start-up has started organic waste management, sold larvae products, and conducted training and consultation on organic waste in various regions. However, due to the current Covid-19 pandemic, its product marketing has not been optimal. For this reason, a campaign video was designed as a medium to campaign for environmental issues, so that people are aware of waste management, especially organic waste. The campaign video was developed using five phases of ADDIE research and development model. The video result is expected to be a campaign medium for better environmental management.

INTRODUCTION



BSFLY
Bioconversion Technology For A Sustainable Future

BSFLY (Black Soldier Fly) is a start-up engaged in organic waste management; including Kitchen Organic Waste, Restaurant Organic Waste, and Market and Industrial Organic Waste. Using bioconversion technology with Black Army Flies (BSF) or Maggot (*Hermetia Illucens* larvae), BSFLY decomposes organic waste

and converts it into natural protein sources for fish, poultry and organic farming needs. BSFLY also seeks to reduce organic waste accumulation, provide the country's food security, and help the organic farming sector. In addition, BSFLY is also active in campaigning for and assisting the community in waste processing, especially organic waste that has been a problem for long. For example, in Kemuning Village, BSFLY collaborated with Karanganyar Care Community to provide assistance in managing restaurant and tourism waste. Then, in Pandeyan Village, Ngemplak District, Boyolali Regency, BSFLY assisted UNS students in their community service program of cultivating BSF Maggot. Further, BSFLY also provides consultation and sharing sessions about organic waste management at the individual, group, and agency or company levels.

As a startup that is still developing, BSFLY had not promoted their products and services optimally. Based on the interview results on February 7, 2021, the sales promotions of BSFLY products and services are still limited to websites, posters, brochures, pamphlets and simple product photos. Meanwhile, the general public also has difficulty understanding bioconversion technology by utilizing BSF Larvae. For this reason, audio-visual information media in the form of a video profile is needed. Aside from being a promotional means, a profile video can also serve as a learning media that can provide clear, complete, and interesting information.



METHODS

This study is a development research using the ADDIE model which was carried out in five stages including Analysis, Design, Development, Implementation, and Evaluation. The ADDIE model uses a systems approach. The essence of the systems approach is to divide the learning plan process into several steps, and then organize the steps into logical sequences. The outputs of each step are then used as inputs for the next steps. This research and development activities were conducted to help promote the products and services offered by BSFLY (Black Soldier Fly) through audio-visual media in the form of a profile video. This profile video is expected to help the wider community, especially internet users, to get to know BSFLY products and understand bioconversion technology by utilizing BSF Larvae.

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RESULTS & DISCUSSION

According to the development research approach, there were several phases carried out by the researchers. These phases are described by the researchers in accordance with the Analysis, Design, Development, Implementation, and Evaluation (ADDIE) stages as follow:

a. Analysis

Prior to the research, BSFLY had marketed its products through several media and platforms but the results were not optimal. After analysis in several FGDs and online forums, it was found that the media that BSFLY used had not been able to provide a concrete picture to the public regarding BSFLY. From this finding, the use of audio-visual-based profile video media was selected to comprehensively explain the BSFLY profile and educate the public regarding the way to use BSF Larva Bioconversion in overcoming the organic waste problem.

b. Design

At the design stage, the media developed was designed according to a specific target market. In this case, the target of BSFLY market is Central Java, especially the rural areas. This is in accordance with BSFLY's mission to make all villages able to independently manage their waste. The success of such mission is expected to bear positive impacts on the local economy and the environment.

c. Development

At this stage, the media began to be developed according to the video production method, namely:

-**Script Development** is The narrative contains the history, background of BSFLY establishment, vision & mission, types of products and services, as well as information about Bioconversion Technology Pathways.

-**Pre-production** is the stage where all matters relating to the production of a video profile are prepared, such as funding, crew, production equipment, licensing, talent, scheduling, including sources or parties who play a role in the video.

-**Production** is the stage of taking pictures and sound according to the predetermined script.

-**Post-production** is the stage of compiling images and sound or editing. Image, sound, animation, and text effects are also part of editing.

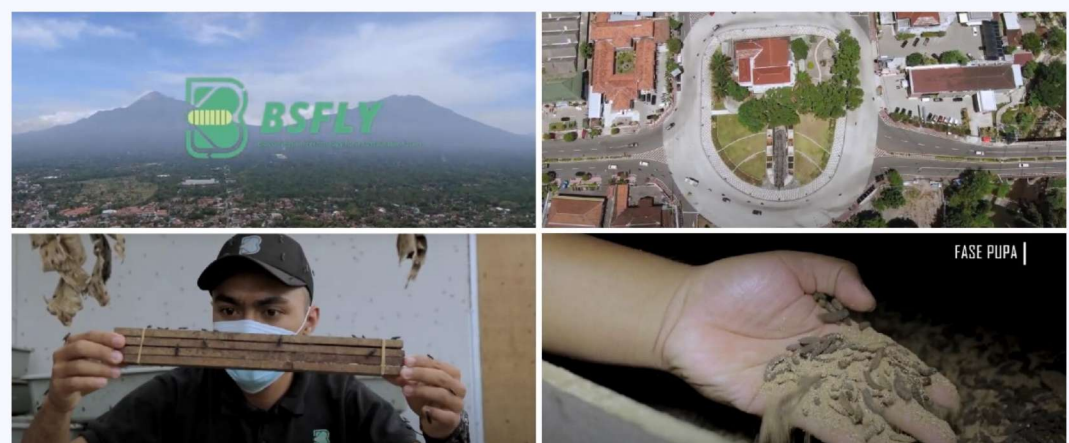
-**Distribution** is the stage where the final post-production video is distributed to the selected media.

d. Implementation

The implementation stage was the stage in which the media video profile was widely published through social media platforms and YouTube channel owned by BSFLY.

e. Evaluation

On BSFLY YouTube display page of the Profile Video, there are fairly positive responses from the viewers. This shows that this video is well received. In addition, the public's interest in learning more about the use of BSF Larva in Bioconversion to overcome organic waste problem is also increasing. One of the indicators is that, until mid-2021, many farmer groups and villages had asked BSFLY to provide training on how to utilize BSF Larvae in Bioconversion. In addition, with video promotions that can reach a wider target, BSFLY is increasingly recognized and even won the second best startup event at the Hetero for Central Java Startups event in Semarang, Central Java in April 2021.



CONCLUSION

Based on the discussion above, it can be concluded that the BSFLY profile video can be a fairly effective medium in promoting BSFLY products and services. In addition, the profile video can also be used to educate the public on the way to use BSF Larva Bioconversion in overcoming organic waste problem. This will certainly bear a positive impact on BSFLY development in the future. The more advanced the pilot business is, the more benefits will be provided to the community. The organic waste problem can be overcome independently by the people, either through individual or group management. Thus, in accordance with Regent Regulation Number 68 of. 2018, the aspiration of Boyolali Regent to achieve a Waste-Free Boyolali in 2025 can be achieved with a community-based waste management model.