

# CHAPTER I

## INTRODUCTION

### 1.1 Background

In Indonesia recent years, especially during the pandemic, according to research conducted and based on existing data, pet owners have increased by 88% since the month of January – September 2019 with a total search interest of 419 thousand in 2021 (Rifda & Vivin, 2021). One of the favorite pets listed is a reptile, specifically Leopard Gecko type. According to (Rizkya Annissa Farhani, 2021) Gecko has a variety of morphs or varied color choices so that it seems unique. Leopard Gecko is also easy to maintain because of its non-aggressive behavior and relaxed nature, suitable for children to keep (Agung Prasetya, 2018). According to (Lianne mcleod, 2021), Leopard Gecko is a pet that is easy to handle and does not need excessive care. Leopard Gecko also rarely bites or makes a sound, making many novice reptile lovers interested in having Leopard Gecko as their first pet.

The demand for Leopard Gecko in Indonesia keep increasing. Further information reported from Jagad Tani: Brandon, a young man from Tangerang whose initial love of raising Leopard Gecko led him to the leopard Gecko business which reached a turnover of millions of rupiah per day. The data above proves that not a few people are interested in the Leopard Gecko sold by Brandon.

Although the Leopard Gecko is stated to be an easy-to-care reptile, information about how to care for it is still scattered and the information content varies. According to (Chairul, 2020) Leopard Gecko is recommended to be sunbathed in the sun three times a week to get vitamin D. While according to Fakhri Auzan who maintains and owns "Reptile Jakarta" (Repjak, 2022), sunbathing Leopard Gecko will cause stress, low appetite, eye problems, and can result in death.

Mistakes in caring for Leopard Gecko will cause many health problems if not treated properly, and will even lead to death. According to (Marie Kubiak, 2011),

Leopard Gecko has the potential to have several health problems such as metabolic bone disease, Dysecdysis, and Hemipene infections. If the information on how to care for leopard gecko from different sources are always different, there will be a lot of miscommunications. Plus, as Leopard Gecko sales in Indonesia increase rapidly, it is essential for them to know how to take care of Leopard Gecko properly.

Therefore, the author decided to create an interactive media, with the purpose of educating Leopard Gecko owners who are still beginners, in taking good care of Leopard Gecko. According to (Rajeev Dhir, 2021), Interactive media has an educational component, so it becomes a very powerful learning tool. It acquires people, to be more active in the experience, more collaborative, and more in control of what is learned. Hence, the use of interactive media can help the author's target audience understand the information provided better than traditional media.

## **1.2 Problem Formulation**

Based on the background information that has been previously presented, the formulation of the problem that will be discussed in this final project report is as follows:

1. How to design a complete information on how to properly care for Leopard Gecko through interactive media?

## **1.3 Issue Limitation**

According to (Agung Prasetya, 2022) Leopard Gecko has a price of around Rp. 100,000 - Rp. 500,000 depending on the type and is in demand by children. From the experience of Brandon, the owner of Hypegecko, shows interest in Leopard Gecko during elementary school. Since elementary school children still must be supervised by their respective parents (for a detailed explanation of age data will be described in CHAPTER 3.2).

### 1.3.1 Demographic

The author will divide two target, primary and secondary. The primary target represents the main target the design is for. Since Leopard Geckos are popular among children, the detail will be written as follows.

Primary Target:

- a. Age : The primary target age of 7 – 12 years
- b. Gender : Male and female
- c. Education : Elementary school students
- d. Language: : Indonesian language and English

The secondary target will be the parents for the main target, the purpose is for the younger main target such as 7-8 years old who does not have the access to a mobile phone yet. The specific detail for the age explanation will listed in CHAPTER 3.2.

- a. Age : The primary target age of 30 – 35 years
- b. Gender : Male and female
- c. Last Education: Minimum Junior high school
- d. SES : B
- e. Language: : Indonesian language and English

### 1.3.2. Geographic

Children who have or interested in caring for Leopard Gecko in Indonesia who live around Tangerang and parents who will help the children with taking care of Leopard Geckos.

### 1.3.3. Psychographic

- a. Have an interest in treating Leopard Gecko.
- b. Less familiar with caring for Leopard Gecko.

#### **1.4 Final Project Objectives**

Designing interactive media on how to care for Leopard Gecko so that it can be understood by the owners.

#### **1.5 Final Project Benefits**

Benefits are divided into three parts: benefits for the author, for other people and for the university.

##### **a. For the Author**

The author will use the knowledge that has been learned while studying at Multimedia Nusantara University in making interactive media. Not only that, the author will also use information about how to care for Leopard Gecko for own purposes.

##### **b. For the People**

The benefit that will be obtained by others is to get education on how to take care of Leopard Gecko in order to not cause any more misconceptions that will lead to problems for the Gecko and the owner.

##### **c. For the University**

The benefit for Multimedia Nusantara University is that this Final Project can be saved and used as a reference for students who will undergo the next Final Project.

