

# The Effort of, NGO, BOS, in (Borneo Orangutan Survival) Foundation in Saving Orangutans in Central Kalimantan (2016-2019)

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## **Abstract**

*This paper will describe the BOS (Borneo Orangutan Survival) Foundation's effort as an NGO in saving Orangutans. Orangutan is one of the endemic animals of the island of Borneo, which currently lives in threatening conditions. Bornean Orangutans are in the endangered category, and there are 57,000 individuals left. Even in the last 20 years, the population of Bornean Orangutans has decreased by 55% due to illegal logging, clearing of oil palm land, and poaching. Through the Convention on International Trade in wild plants and animals or the Convention on International Trade in Endangered Species of Wild Fauna and Flora (CITES), orangutans are one of the endangered primates and animals to protect. the author used advocacy theory in explaining BOS efforts. To face this situation, the BOSF is implementing an effort or way through social media campaigns with the #ClimbForOrangutan, #OrangutanFreedom, and #SaveDodo strategies. Another effort undertaken by the BOS Foundation to continue to fight in saving orangutans, including their habitat, is to work with overseas partners and organizations that also focus on animal rescue and conservation.*

**Keywords:** BOS, Orangutan, NGO, Advocacy

## **Abstrak**

*Tulisan ini akan mendeskripsikan bagaimana upaya BOS (Borneo Orangutan Survival) Foundation sebagai NGO dalam menyelamatkan Orangutan. Orangutan merupakan salah satu hewan endemik pulau Kalimantan yang saat ini hidup dalam kondisi terancam. Orangutan Kalimantan masuk dalam*

*kategori terancam punah dan tersisa 57.000 individu. Bahkan dalam 20 tahun terakhir populasi Orangutan Kalimantan berkurang hingga 55% hal ini diakibatkan karena adanya penebangan liar, pembukaan lahan kelapa sawit dan perburuan liar. Hal ini juga disepakati melalui Konvensi tentang Perdagangan Internasional tumbuhan dan satwa liar atau Convention on International Trade in Endangered Species of Wild Fauna and Flora (CITES) bahwa Orangutan adalah salah satu primata yang terancam punah dan merupakan hewan yang harus kita lindungi. Penulis menggunakan teori advokasi dalam menjelaskan upaya BOS. Menghadapi situasi ini, BOS Foundation melakukan sebuah upaya atau cara melalui kampanye di media sosial dengan hastag #ClimbForOrangutan, #OrangutanFreedom dan #SaveDodo, upaya lain yang dilakukan BOS Foundation agar terus berjuang dalam penyelamatan Orangutan dan habitatnya ialah bekerjasama dengan mitra-mitra luar negeri maupun organisasi-organisasi yang juga berfokus pada penyelamatan hewan dan konservasi.*

**Kata Kunci:** BOS, Orangutan, NGO, Advokasi

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## INTRODUCTION

Orangutan is one of the endemic animals of the island of Borneo, which currently lives in an unsafe condition. the existence of illegal logging and illegal burning of forests makes the Orangutan population increasingly decreases. the rescuers have made various efforts. One of them is building captive breeding due to the current condition of the orangutans so that they can live comfortably and without threats. in Indonesia, there are two types of orangutans, namely Sumatran Orangutan (Pongo Abelli) and Kalimantan orangutan

(Pongo Pygamaeus). Kalimantan's orangutans alone are estimated at around 54 thousand individuals and grouped into three types of children. First is Pongo pygmaeus, which is north of the Kapuas River (West Kalimantan) to the northeast of Sarawak (Malaysia). the second, Pongo pygmaeus morio, lives in Sabah (Malaysia) to the south of the Mahakam River, East Kalimantan. the third is Pongo pygmaeus wurmbii, seen from the southern part of the Kapuas River (West Kalimantan) to the east of the Barito River (Central Kalimantan) (Teroka Borneo, 2018).

Orangutan population is increasingly decreasing. Even in the last 20 years, Borneo's orangutan population has reduced by 55%. Sumatran and Kalimantan orangutans have critically endangered because of their population of 7,500 living in nature while the remaining Borneo Orangutan 57,000 species. Some of the causes of the decline in orangutan populations include the practice of poaching and illegal burning, the conversion of forests into oil palm plantations, climate change, and forest fires (WWF, 2018). Convention on International Trade in Endangered Species of Wild Fauna and Flora (CITES) has agreed that orangutan is one of Indonesia's endemic endangered species and needs significant attention so that its population is maintained. Bornean, Sumatran, and Tapanuli Orangutan populations are about to extinct due to habitat loss due to poaching. Bornean Orangutan population has declined by more than 80% in the last three generations. the World Conservation Union (IUCN RED LIST 2007) classifies these three species as endangered species. It also puts them in Appendix I to the Convention on International Trade in Endangered Species of Wild

Fauna and Flora (CITES) (BOS, 2018).

The government regulate the protection of animals and plants through Law Number 5 of 1990 concerning Conservation of Living Natural Resources and Ecosystems and Government Regulation Number 7 of 1999 concerning Preservation of Plant and Animal Species, and at the international level Orangutans occupy Appendix I status in CITES, which means Orangutans are not for sale (Nur, 2017). in dealing with the problem of Orangutans, of course, the role of government alone is not enough, and there is a need for cooperation from related organizations, the contribution, and participation of NGOs (Non-Government Organizations) greatly assist the government in the preservation and development of the Orangutan itself. in Palangkaraya, Central Kalimantan, for example, there is an orangutan breeding site, the Nyaru Menteng Arboretum managed by the conservation organization BOSF (Borneo Orangutan Survival Foundation). According to BOSF, Orangutans at the BOSF rehabilitation center are threatened by their population and habitat due to illegal logging, forest fires, and oil palm companies. So this has

become a problem in itself so that the Orangutan population will not decrease (Rahmadi, 2016).

Borneo Orangutan Survival Foundation (BOSF) is a non-profit organization or NGO in Indonesia and was founded by Dr. Wille Smits in 1991 with the objectives of orangutan reintroduction, rehabilitation, and protection of wildlife habitat protected by law, especially Orangutans and providing information, outreach and education, community capacity building, community empowerment, and community awareness-raising. BOS manages the orangutan rescue, rehabilitation, and reintroduction program in East and Central Kalimantan. BOS Foundation has a vision of «Realizing the Conservation of the Orangutan of Kalimantan and its Habitat with community participation,» and its mission of Reintroduction, Protection, Community Empowerment, Research and Education, Collaboration, and Institutional Capacity (BOS, BOS Foundation Vision and Mission). the BOS Foundation's efforts to save Orangutans include conducting campaigns to the broader community both in Indonesia and internationally. the campaigns are like the #OrangutanFreedom,

#ClimbForOrangutan, and #SaveDodo on social media such as Facebook, Twitter, Instagram, the official website, and others.

Besides, BOS, as an organization based in Indonesia, has done many collaborations with several overseas organizations, universities, and palm oil companies. the presence of BOS Australia, BOS Germany, and BOS Switzerland marks the expansion of this organization. the BOS Foundation manages two reintroduction programs, namely Nyaru Menteng in Central Kalimantan and Samboja Lestari in East Kalimantan. Both BOS Foundation programs focus on rehabilitation and reintroduction activities, in line with national policies and international guidelines and criteria (IUCN). When an orangutan baby lives separately from its mother, they lose all learning time early. Therefore, rehabilitation aims to equip orangutans who have lost their mothers by providing them with skills in how to survive. After they are old enough and have the skills, they are ready to be released into the forest. To date, the BOS Foundation has rescued more than 12,000 Orangutans in Central and East Kalimantan and currently cares for more than 450 Orangutans

in Nyaru Menteng (BOS, BOS Foundation's Vision and Mission).

Then how did the BOS Foundation's efforts in saving orangutans and their habitat succeed? Through this paper, the author will reveal how the BOS Foundation's campaign and cooperation with several international partners.

**THEORETICAL FRAMEWORK**

Advocacy is an effort to improve or change public policies following the wishes or interests of those

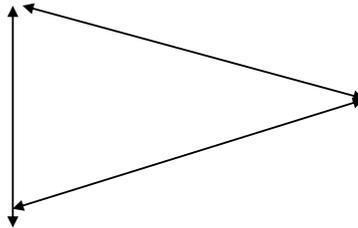
who urge these changes. the word advocacy comes from the English word 'to advocate.' It can mean 'to defend' (a case in court) to advance or to promote, to try to create a new one that has never existed (to create) or can also mean making changes in an organized and systematic (to change) (Azizah, 2013).

Advocacy activities at the local, national, and international levels involve various parties/ organizations described in the following coordination triangle:

**Supporting Work**

(Supporting units)

provide funding, logistics, data support, Information, and access.



**Frontline Work** (Front lines)

conduct the function of a spokesperson, negotiator, lobbyists, involved in the legislation process, and rally allies.

**Base Work** (Ground-underground works)

'Kitchen' advocacy movement: building a mass base, cadre political education, forming the core circumference, mobilization actions.

Scheme 1. Coordination between actors involved in advocacy

Source: Tomatimasang et al., Nur Azizah, *Advocacy for Women's Quota in Indonesia*, 2013, LP3M UMY: Yogyakarta

In this journal, the author uses an advocacy framework. the main objective of advocacy is to change public policy. the purpose

of advocacy activities specifically in the context of forming public opinion and raising time is not merely to make people just know

but how to get involved and act. Advocacy does affect not only the contents of people's heads but also the contents of people's hearts. Advocacy is not just changing one's cognition (knowledge, insight), but also influencing the affection (feelings, concerns, attitudes, and behaviors) of many people. Thus, advocacy activities are engaged in all types and processes of public policy formation targeted so that advocacy activities require the involvement of many parties with different expertise specifications but systematically organized.

From the explanation above, advocacy activities involve many parties/actors (action groups) who act as initiators/initiators of advocacy, parties who conduct mass mobilization, parties who act as data providers (usually research institutions), parties who act as providers of funds, those involved in the legislative process and those who act as spokespersons and lobbies who will form a network of advocacy movements (Azizah, Women's Quota Advocacy, 2013).

In its implementation, the work of supporting units become providers of funds, logistics. Others are those who partner and collaborate as well as BOS Foundation donors. Among them

are Swiss BOS, Australian BOS, Save the Orangutan, and many more. They are the ones who collaborate and provide information and access to the international community regarding saving orangutans and their habitat. As for the necessary work section, such as building a mass base, the mobilization of action is carried out by national and international communities who are involved and care for Orangutans. Through programs run by BOS, such as campaigns through social media and education about Orangutans to schools, this NGO helped mass gather and built small communities about the importance of saving orangutans and their habitats.

Meanwhile, the last one, front line work, is the BOS Foundation itself. BOS is involved in the process of saving and releasing orangutans in cooperation with BKSDA and KLHK. For example is the BOS Foundation, in collaboration with the Directorate General of Ecosystem Natural Resources Conservation (KSDAE), in the release of albino orangutans named Alba. the decision to return Alba becomes the only albino orangutan ever recorded in the wild. Supporting the commitment of the government, especially KLHK, is to protect all protected wildlife, especially

orangutans and their habitats. This release activity also received support from Central Kalimantan Governor Sugianto Sabran, the Head of Indonesia's Creative Economy Agency (BEKRAF), Triawan Munaf, and Director of Biodiversity Conservation Indra Exploitasia also conveyed their form of appreciation (Yulianto, 2018).

## DISCUSSION

About the Borneo Orangutan

Orangutan population in the last 30 years continues to decline. This population decline occurred because of the ineffective efforts of the government to stop the rate of forest destruction as the orangutan's original habitat. Also, threats to the survival of Orangutans and their habitats are still rife due to illegal hunting, forest conversion for interests outside forestry activities such as plantations, agriculture, development, and industry. Orangutans are now on the verge of extinction due to habitat degradation and fragmentation. The rate of forest degradation and fragmentation as orangutan's original habitat is still difficult to stop. Besides, the protection of orangutan habitat inside and outside conservation areas is still shallow. In general, forest exploitation or illegal logging

activities do not meet the standards for sustainable forest management. Reduce Impact Logging (RIL), High Conservation Value Forest (HCVF), or Restoring Logged Over Land (RLOL) programs do not have a full implementation yet in forest exploitation. If forest degradation continues, the orangutans will become the first ape species to be extinct from the wild (Kuswanda, 2014).

Bornean orangutans are increasingly experiencing a decline due to high habitat destruction caused by human activities. Orangutans themselves belong to Endangered Species (IUCN 2014), and this status rose in 2016 to Critically Endangered (Ventie Angelia Nawangsari, 2016). Orangutan life is dependent on the condition of the forest, which is still good, and as primates, orangutans need fruits as their primary food source. The main factors causing it are hunting, conversion of forest land into oil palm plantations, and habitat destruction due to logging both licensed and unlicensed. Also, conflicts with humans and habitat fragmentation have caused an orangutan population decline of 25 percent in the last ten years (Nugraha, 2017).

**Table 1.** Current Number of Orangutans

General Names	Scientific Names	Population Estimation	Status
Bornean Orangutan	Pongo Pygmaeus	57.350	Endangered
Sumatran Orangutan	Pongo Abelli	14.470	Endangered
Tapanuli Orangutan	Pongo Tapanuliensis	<800	Endangered

Source: <http://orangutan.or.id/orangutans-fact/>

### **BOS Foundation as an NGO Focusing on Orangutan Conservation**

The BOS Foundation saved more than 2,000 orangutans until 2016. BOS will continue to promise to protect the presence of Bornean Orangutans. One of the big problems is the status of Orangutans, who are now at a very endangered level. With efforts to release and maintain the location of the forest where the release will undoubtedly guarantee this species will continue to exist. Aside from that, to succeed in releasing Orangutans, the BOS Foundation certainly embraces various stakeholders. During the release process, BOS always establishes communication with the Ministry of Environment and Forestry, Central Kalimantan Provincial Government, Katingan Regency Government, Pulang Pisau Regency, Central Kalimantan BKSDA, and Bukit Baka Bukit Raya National Park Office. BOS also

cooperated and received support from the people of Katingan Regency, the global partners of BOS Australia, BOS Germany, BOS Switzerland, BOS England, and Save the Orangutan. It is also donors from the business world, such as PT Sumberma Sarana Tbk and individual donors (Gazali, 2019).

The existence of BOS as an NGO that focuses on the environment and conservation in Kalimantan is the spearhead in solving various problems that occur in Orangutans. Orangutans are creatures that live among the trees, which means spending their entire lives under the tropical rain forests of Borneo. However, now, many of their natural habitats have changed to oil palm land. the risk of environmental threats is high for Bornean Orangutans living in parts of lowland forests or those located near peatlands.

As orangutan conservation, BOS certainly requires a large number of funds. Each orangutan usually costs IDR 35 million per year for food, nutrition, health, and other needs. BOS Samboja Lestari is working on approximately 114 employees to manage an area of 1,800 hectares in which there are Orangutans and Honey Bears. During the year, at least BOS needs a fund of around Rp 7 Billion for the conservation of Orangutans and Honey Bears (Gazali, BOS Invites Stakeholders to Succeed in Orangutan Release, 2019). the BOS Foundation currently treats more than 750 orangutans with the support of 400 employees. Communities can participate in BOS programs in various ways. For example, giving donations, adopting Orangutans, or becoming a field officer (lifesaver). the BOS Foundation also sells multiple items that can be bought by the wider community, such as T-shirts, dry bags, and special edition Flazz Cards. Then the proceeds from the sale will be distributed to various Orangutan conservation activities under BOS foundation programs (Atmodjo, 2018). Besides, the need for support from partners or international organizations and

donors for the smooth conservation program to save Orangutan habitat.

### **BOS Foundation's Efforts to Save Orangutans**

BOS Foundation focuses on saving orangutans. It has several strategies or ways to save orangutans so that there is no continuous extinction. Among the ways undertaken by the BOS Foundation, it provides awareness to the broader community through orangutan care campaigns by using hashtags such as ClimbForOrangutan, OrangutanFreedom, SaveDodo. in collaboration with establishing relationships with international partners also focus on animal handling and conservation.

#### **Climb For Orangutan**

Through the #Climb For Orangutan campaign, the BOS Foundation opened an adoption whereby the community could contribute Rupiahs to help the Orangutans. However, orangutans are not pets. the community provides enough to help restore Orangutans. the adoption package has four categories, namely a monthly package in which the community can contribute Rp. 100.000,- per month, a six-month package that is Rp. 500.000,-, a 12-month package of 12 million

Rupiahs and a particular adoptee of 1.5 million Rupiahs. Besides, people can also increase public awareness of the existence of orangutans. One of them is with a photo of a self-climbing then spreading it through social media with the hashtag *ClimbForOrangutan*. This campaign idea was launched by the BOS Foundation, which aims to increase public awareness of the importance of saving Orangutans. Through this campaign, activists also want to spread the message that the current condition of Orangutans is increasingly marginalized and alarming due to the burning of forests for farming or clearing oil palm land (Linggasari, 2016).

### **OrangutanFreedom**

In 2017, the BOS Foundation also officially launched the *#OrangutanFreedom* campaign. This campaign provides opportunities for people around the world through a competition given by the BOS Foundation and presents a rare prize and memorable trip. Lucky winners will get a chance to travel to Kalimantan. the winner will meet directly with Orangutans and be involved in the process of releasing into the wild. the BOS Foundation states that 2017 is a year of freedom, with the immediate target of giving freedom to 200

orangutans in the rehabilitation center. According to the CEO of BOS Foundation Jamartin Sihite, this campaign aims to provide a public understanding of the links between orangutan release and the preservation of this endemic Indonesian animal. So anyone can join using the *#OrangutanFreedom* hashtag. the more people involved, the higher the concern about the importance of protecting unique animals in their natural habitats (Fathurahman, 2017).

The *#OrangutanFreedom* Campaign successfully united BOS Foundation and partners in a globally focused campaign for the first time. in the context of this campaign, the BOS Foundation succeeded in providing freedom for 170 Orangutans, of whom 95 were moved from rehabilitation complexes to pre-release islands. At the same time, 75 orangutans were released into the forest. in 2017, the BOS Foundation also won an award, the World Branding Award Animalis Edition. It is an achievement for BOSF and the entire team in realizing the BOS Foundation as a trusted name in the fields of Orangutan welfare, rehabilitation, release, preservation, and long-term conservation and care. the BOS Foundation also found

an endangered species of orangutan, the albino orangutan in Tanggirang village, Kapuas Hulu district, Kapuas district, Central Kalimantan. Although Alba has useful life experience, it needs to require a well-planned rehabilitation strategy. Various symptoms of albinism, namely the lack of melanin pigment in her hair and skin, can cause health complications such as vision, poor hearing, skin cancer making Alba more susceptible to hunting or predators. After undergoing a year of rehabilitation at Nyaru Menteng, Alba was released into the Bukit Baka Bukit Raya National Park (TNBBBR), and monitoring continued until June 2019 (BOSF, BOS Highlights 2017, 2018).

### SaveDodo

The population of Bornean Orangutans has decreased by 75 percent since 1990. the decline in the orangutan population is due to land clearing carried out in their natural habitat and illegal trade and poaching. Therefore, one of the strategies and ways to avoid or overcome this is the BOS Foundation together with Swiss-Belhotel International (SBI) and with support from QuickSilver Indonesia (QS) and Coca-cola Amatil Indonesia (CCAI) taking concrete steps to prevent their

extinction. Bornean Orangutans by taking concrete steps through the #SaveDodo campaign. Dodo is one of the orangutans saved from becoming an icon in this campaign. This initiative was to help people who want to participate in saving orangutans in Kalimantan (BOSF, Help Us Build New Homes for Orangutan Babies, 2016).

Swiss Belhotel International Chairman and President, Gavin M. Faull said, *“At SBI, we understand and contribute to the country, culture, and environment where we manage our property. Initially, we started this campaign to take a stand on environmental issues in Borneo (Kalimantan), one of the areas where we operate. However, we realize that this is not an easy step taken alone. the support of QS and CCAI allows us to strengthen the scale of this campaign so that it can create a greater impact.”* (BOSF, Help Us Build New Homes for Orangutans, 2016)

Fundraising for the #SaveDodo campaign would be through the sale of the #SaveDodo T-Shirt designed specifically by QuickSilver and go on sale as of December 2015. the proceeds from the collected funds will be for the rehabilitation of Dodo and other Bornean Orangutans in BOS Foundation rehabilitation.

Jacqui Sunderland-Groves as deputy CEO of the BOS Foundation said:

*«Through the purchase of #SaveDodo t-shirts, everyone can help ensure Orangutans receive adequate care and rehabilitation and have the opportunity to return to their habitat safely. With the recent forest fires in Kalimantan, many Orangutans suffer, and their survival is threatened, so conservation must be done immediately. Now, more than ever, we need a helping hand from various parties to support orangutan conservation efforts.»* (CCA, 2016)

Meanwhile, Sammy Gosling as Marketing Executive of Quicksilver Southeast Asia said:

*«Quicksilver is a company that promotes a healthy board riding lifestyle, which relies heavily on the cleanliness of beaches, roads, and mountains. in Bali, together with Coca-Cola Amatil Indonesia, we are actively cleaning the beaches. As a result, we have seen how the turtle population significantly increases with the improvement of beach cleanliness. in this #SaveDodo campaign, we are proud to be working with organizations that share the same vision and mission in supporting the conservation of the Orangutan population. We hope to make a difference jointly.»* (CCA, 2016)

Kristy Nelwan said the same thing as Head of Corporate Communications of Coca-Cola Amatil Indonesia:

*«Being part of the #SaveDodo campaign is an important step in contributing to the conservation of our forests. For CCAI as a leading soft drink sales, producer, and distributor company that has been operating for almost 24 years in Indonesia, we understand the importance of participating and making changes for a sustainable future.»* With only Rp.145,000 - Rp.245,000 per t-shirt, the community can contribute and ensure Dodo and his friends can continue to survive for generations to come (CCA, 2016).

### Partnership Program

In 2018, around May-June, representatives from the BOS Foundation and all International Organization partners attended meetings in Switzerland and Germany to coordinate a fundraising and communication activity, including a global campaign through a serial promotion strategy on television, namely the Orangutan Jungle School (OJS). Natural History New Zealand (NHNZ) produced this OJS containing documentation of the development of the Orangutan from the BOS

Foundation through the process of rehabilitation and reintroduction, and all activities at the rehabilitation center both in Nyaru Menteng and Samboja Lestari. the first season of 2018 from OJS was released in various countries such as Indonesia, Myanmar, Papua New Guinea, Australia, and Singapore. Version 3 of the series was broadcasted on British TV channels and received much attention and coverage in foreign media such as the USA, Italy, China, and Japan. Since the level of enthusiasm in these four countries was high, the OJS series would air in their country in 2019 (BOSE, BOS Highlights 2018, 2019).

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Through the campaign by the BOS Foundation and the parties involved in this program, the orangutan population will not be extinct. in addition to protecting orangutans, the habitat of the orangutan itself is critical, because the orangutan habitat provides many benefits and preserves the ecosystem. However, humans are still unaware of how essential Orangutans are in our lives. Orangutan is an umbrella species that can maintain forest regeneration so that they can keep the existing forests. Ignorance about Orangutans often creates orangutan and human conflicts. Humans perceive orangutans as pests that disturb their plantation areas and consider this a threat. Then how to manage this conflict? the best way is

to protect the habitat and population of the orangutan.

Through the efforts carried out by the BOS Foundation is one of the significant steps to campaign for Orangutans both nationally and internationally. This campaign strategy is the best solution provided so that people understand and begin to realize how vital orangutan habitat and population are. the hashtag #ClimbForOrangutan, #OrangutanFreedom, and #SaveDodo campaigns are useful in an era that is aware of technology like today. Campaigns can be through social media such as Facebook, Twitter, Instagram, etc. Besides, it does not escape the attention of the BOS Foundation, the community around the release area is also given education about feeding orangutans properly, and socializing the importance of Orangutans for human's lives.

## CONCLUSION

Orangutan is one of the endemic animals of the island of Borneo, which currently lives in a threatening condition. the existence of illegal logging and illegal burning of forests makes the Orangutan population increasingly decreases. the rescuers make various efforts like building captive orangutan

after seeing the current condition of the orangutans that they can live comfortably and without threats. the Convention on International Trade in Endangered Species of Wild Fauna and Flora (CITES) has agreed that orangutans are one of the endangered primates and are animals to protect.

The government regulates the protection of animals and plants through Law No. 5 of 1990 concerning Conservation of Natural Resources and Ecosystems and Government Regulation No. 7 of 1999 concerning Preservation of Plant and Animal Species. in dealing with the problem of Orangutans, of course, the role of government alone is not enough, and there is a need for cooperation from related organizations, the contribution, and participation of NGOs (Non-Government Organizations) greatly assist the government in the preservation and development of the Orangutan itself. Borneo Orangutan Survival Foundation is an NGO that focuses on saving orangutans. There are two programs focused on saving Orangutans, namely Samboja Lestari in East Kalimantan and Nyaru Menteng in Central Kalimantan, which focuses on orangutan rehabilitation and reintroduction. Borneo Orangutan Survival

Foundation (BOSF) is a non-profit organization or NGO in Indonesia and was founded by Dr. Wille Smits in 1991 with the objectives of orangutan reintroduction, rehabilitation, and protection of wildlife habitat protected by law, especially Orangutans and providing information, outreach and education, community capacity building, community empowerment, and community awareness-raising.

As an NGO that focuses on saving orangutans, the BOS Foundation has many strategies, including through a campaign that aims to make people aware of the importance of orangutans and their habitat in our lives and to help protect these endemic native Indonesian animals. Campaigns are held, such as #ClimbForOrangutan, #OrangutanFreedom, and #SaveDodo. BOS also carries out cooperation/partnership programs with international partners, and donors are higher than those of existing and overseas-based organizations.

Through this BOS Foundation, the author sees how an NGO that is very structural and very focused in dealing with Orangutans and their habitat, has four programs, BOS Foundation has staff who are

experts in their respective fields. Collaborate with organizations that are focused on animal rescue and conservation and have official partners abroad, namely BOS Australia, BOS Switzerland, and BOS Germany. In its activities, BOS always receives donations for those who care about Orangutans, and BOS also sells various merchandise for sustainable orangutan life. Furthermore, the author sees a lack of financial support from the government because 80% of the funds come from official BOS Foundation partners.

This research has led to the conclusion that the strategy by the BOS Foundation in saving orangutans through campaigns and seeking cooperation with other INGOs was considered successful. Through the campaign, the global community knows and can participate in saving Orangutans. The development programs of the BOS Foundation, which provide education to rural communities and Orangutan Goes to School (OGTS), are also well implemented. The total BOS revenue reached more than seven billion seen from the many activities and programs carried out in 2018. It is to thank the support of BOS cooperation partners and donors who come from many

countries. Individual fundraising, such as donations, adoption, and purchase of Orangutan merchandise in 2018, has also increased thanks to a large number of new donors. Countries whose communities regularly provide financial assistance to BOS programs include the United Kingdom, Germany, Denmark, Switzerland, America, and Australia. Once the magnitude of the international community's concern for the population of Orangutans and their habitats. Indeed, as owners of these endemic animals, humans can care for and take care of how important orangutans are to lives.

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