



ASOSIASI PENGELOLAAN RAJUNGAN INDONESIA
INDONESIAN BLUE SWIMMING CRAB ASSOCIATION

Mamalia Laut (Lumba-lumba, Paus, Paus, Paus)

KENALI AKU JANGAN TANGKAP

Dalam rangka meminimalisir dampak lingkungan terhadap aktivitas penangkapan rajungan terkait hewan ETP Cetacean berikut adalah daftar hewan dilindungi :

Raising Awareness and Understanding on Marine Mammal and Its Mitigation

for Blue Swimming Crab Fisher Community and Supply Chain

2025

Asosiasi Pengelolaan Rajungan Indonesia (APRI)
Indonesian Blue Swimming Crab Association

Raising Awareness and Understanding on Marine Mammal and Its Mitigation

for Blue Swimming Crab Fisher Community and Supply Chain



Asosiasi Pengelolaan Rajungan Indonesia (APRI)
Indonesian Blue Swimming Crab Association
Surabaya, East Java, Indonesia
December 2025

SUMMARY

Based on the Regulation of the Minister of Environment and Forestry of the Republic of Indonesia Number P.20/MENLHK/SETJEN/KUM.1/6/2018, marine mammals are classified as protected species. Efforts to minimize potential unwanted interactions, along with improving fishers' understanding of marine mammals, their species, and appropriate mitigation measures, represent a positive opportunity to strengthen environmentally friendly blue swimming crab fishing practices. The Indonesian Blue Swimming Crab Association/Asosiasi Pengelolaan Rajungan Indonesia (APRI), has actively carried out various initiatives to enhance the knowledge and capacity of blue swimming crab fishers regarding marine mammals. Active collaboration among fishers, APRI, local Marine and Fisheries Offices, the Ministry of Marine Affairs and Fisheries, business actors, and other relevant stakeholders is a key factor expected to support the development of more environmentally friendly blue swimming crab fishing practices, particularly with regard to marine mammals.

This program was implemented since 2021 through the poster installations and socialization in 10 locations across Indonesia. In 2024-2025, the socialization conducted at least in 33 districts/cities and 13 provinces, mainly in FMA 712 as the main area of blue swimming crab fishing activities. This program participated by more than 4000 people from the fisher communities, supply chain actors, industry, fisheries extension workers, village authority, district government, and also provincial government. The activities include poster installation, interviews and discussions, and in the form of meetings. APRI field staff with fisheries extension, regularly conduct meetings, discussions, and interviews with the fisher communities and supply chain actors as a part of continuous improvement and monitoring activities regarding the marine mammal. Poster installations in various areas such as landing sites, collector places, mini plants, etc. also been implemented to raise the awareness and understanding of people in the fishery. Efforts to raise the awareness of Irrawaddy dolphin also being carried out through the digital and social media campaign that able to reach a lot of people and they are interested to see more about the Irrawaddy dolphin.

INTRODUCTION

Marine mammals are important components of coastal and marine ecosystems in maintaining environmental balance. Based on the Regulation of the Minister of Environment and Forestry of the Republic of Indonesia Number P.20/MENLHK/SETJEN/KUM.1/6/2018, marine mammals are classified as protected species. Efforts to minimize potential unwanted interactions, along with improving fishers' understanding of marine mammals, their species, and appropriate mitigation measures, represent a positive opportunity to strengthen environmentally friendly blue swimming crab fishing practices. This reflects a shared commitment to implementing responsible and sustainable blue swimming crab fisheries.

The Indonesian Blue Swimming Crab Association/Asosiasi Pengelolaan Rajungan Indonesia (APRI), has actively carried out various initiatives to enhance the knowledge and capacity of blue swimming crab fishers regarding marine mammals. A range of continuous educational activities has been implemented, including the installation of marine mammal posters at strategic locations such as landing sites, collector facilities, and mini plants in each area. In addition, APRI conducts outreach activities on marine mammal species, accompanied by training on appropriate mitigation measures. These efforts aim to raise awareness, increase concern, and encourage the active involvement of fishers in supporting responsible and sustainable blue swimming crab fishing practices. Moreover, APRI, government, and other stakeholders also increasing the awareness of marine mammal to the communities through the digital and social media campaign.

Active collaboration among fishers, APRI, local Marine and Fisheries Offices, the Ministry of Marine Affairs and Fisheries, business actors, and other relevant stakeholders is a key factor expected to support the development of more environmentally friendly blue swimming crab fishing practices, particularly with regard to marine mammals. This shared commitment not only contributes to the protection of marine mammals but also strengthens the sustainability of blue swimming crab resources, enhances market confidence, and ensures the welfare of fishers as well as the long-term viability of the blue swimming crab supply chain.

IMPLEMENTATION OF PROGRAMS

Raising Awareness regarding Marine Mammal in Indonesia

This program was implemented since 2021 through the poster installations and socialization in 10 locations across Indonesia. Training for ETP species included marine mammals also been conducted in Rembang (Central Java) and Pamekasan (East Java) in 2021 and 2024. In 2024-2025, the socialization conducted at least in 33 districts/cities and 13 provinces (marked by green dots) such as North Sumatera (Serdang Bedagai, Batubara), Kepulauan Bangka Belitung (Bangka, Belitung), Lampung (Lampung, Lampung Timur), Banten (Serang, Tangerang), West Java (Bekasi, Indramayu, Cirebon), Central Java (Brebes, Pemalang, Demak, Jepara, Pati, Rembang), East Java (Lamongan, Gresik, Pasuruan, Bangkalan, Pamekasan, Sumenep), South Kalimantan (Tanah Bumbu), South Sulawesi (Pangkajene dan Kepulauan, Takalar, Bone), Southeast Sulawesi (Bombana, Muna Barat, Konawe Selatan), West Nusa Tenggara (Lombok Barat), Maluku (Kepulauan Tanimbar), and Southwest Papua (Raja Ampat) (Fig 1). The activities include poster installation, interviews and discussions, and in the form of meetings.



Fig 1. Distribution of marine mammal socialization activities

The program covers most of key areas of blue swimming crab fishing in Indonesia, mainly in FMA 712 as the main area of blue swimming crab fishing activities. Socialization of marine mammals that held in 33 district/cities were participated by more than 4000 people from the fisher communities, supply chain actors, industry, fisheries extension workers, village authority, district government, and also provincial government. The socialization deliver the species of marine mammals and how to do a mitigation if fishermen see them in the water or already stranded.







Fig 2. Documentation of marine mammal socialization in several locations

Socialization also been carried out by discussions and interviews with the fisher communities (Fig 3). APRI field staff with fisheries extension, regularly conduct meetings, discussions, and interviews with the fisher communities and supply chain actors. This activities carried out as a part of continuous improvement and monitoring activities regarding the marine mammal. Poster installations in various areas such as landing sites, collector places, mini plants, etc. also been implemented to raise the awareness and understanding of people in the fishery (Fig 4).



Fig 3. Socialization through discussions and interviews



Fig 4. Marine mammal and ETP Species poster installations

Raising Awareness regarding the Irrawaddy Dolphin in Indonesia

The Mahakam Irrawaddy Dolphin (*Orcaella brevirostris*) is one of the rarest freshwater mammals in the world and is found only in the Mahakam River, East Kalimantan. As an endemic and protected species, the need for a structured protection campaign that leverages public awareness through the crucial role of social media. Social media has become a highly effective means of disseminating information in the digital era, as evidenced by its utilization. Since its inception, social media has been intended as a platform for users to easily participate, share, and exchange information and ideas in virtual communities and networks (Schmidt, 2025). In the fisheries sector, sustainable programs can also serve as a campaign to build public awareness, such as the influence of social media on promoting sustainable fisheries management, in which fishermen utilize social media platforms like Facebook (Darmawan et al., 2024).



Fig 5. Social media campaign images related to Irrawaddy dolphin (Source: fyiFact; Intuisi; aksikita)

Based on the post, posted by the FyiFact account on Instagram and reposted hundreds of times on Facebook, it garnered 1.8 million likes and 10.2 thousand comments, signifying that the campaign's message that the Mahakam dolphin population is degraded and threatened with extinction is being conveyed. Several social media platforms, both government and non-governmental, also posted calls to protect the Mahakam dolphin population. This message is also supported by several articles in national news outlets (AntaraNews, Kompas, Tempo), websites, blogs, and YouTube channels. Several NGOs, such as WWF, RASI, and Mongabay, continue to campaign for the protection of the dolphin. The message "Save this photo, in case your children and grandchildren don't see me again" is very insightful. This message has been reposted on various social media platforms, making it viral. This content can certainly attract attention and awareness of Mahakam Irrawaddy dolphin. Comments indicate they are interested in reading more information about the Mahakam dolphin.

REFERENCES

- Darmawan, D., Sutinem, Yaskun, M., Taqiyuddin, M., & Maulydya, F. (2024). Social media influence on the promotion of sustainable fisheries management: Insight from Indonesian blue swimming crab. *IOP Conference Series: Earth and Environmental Science*, 1400(1), 012038. <https://doi.org/10.1088/1755-1315/1400/1/012038>
- Schmidt, J.-H. (2025). Social Media as Innovation. In *Handbook of Innovation* (pp. 1–14). Springer, Cham. https://doi.org/10.1007/978-3-031-25143-6_52-1



INDONESIAN BLUE SWIMMING CRAB ASSOCIATION

Jl. Dukuh Kupang Timur XI No. 33, Surabaya, East Java, Indonesia

 : rajunganindonesia@gmail.com     | [@rajunganindonesia](https://www.instagram.com/rajunganindonesia) |  www.apri.or.id