

## Final Evaluation Report

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We ask all grant recipients to complete a project evaluation that helps us to gauge the success of your project. This must be sent in **MS Word and not PDF format**. We understand that projects often do not follow the predicted course but knowledge of your experiences is valuable to us and others who may be undertaking similar work – remember that negative experiences are just as valuable as positive ones if they help others to learn from them.

**Please DO NOT fill in and submit this form until the project has been completed.**

Complete the form in English. Note that the information may be edited before posting on our website.

Please email this report to [jane@rufford.org](mailto:jane@rufford.org).

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Your Details	
<b>Full Name</b>	Dwi Agustina
<b>Project Title</b>	Understanding the Diversity of Parrots and Local Communication Patterns to Raise Awareness about Their Conservation in Maluku, Indonesia
<b>Application ID</b>	44540-1
<b>Date of this Report</b>	8 February 2026

**1. Indicate the level of achievement of the project's original objectives and include any relevant comments on factors affecting this.**

Objective	Not achieved	Partially achieved	Fully achieved	Comments
<p>The research will identify the communication factor of parrot trade, poaching and other consumption in Maluku</p>				<p>Identifying the confiscated species is key to collecting parrot trade data, as well as tracing the origin of the species and factor of the trade, poaching and other consumption. Data collection is based on the confiscated data published on BKSDA Maluku Instagram from January 2024 to December 2025 (two years), and has been confirmed with Pusat Konservasi Satwa – Maluku (Animal Conservation Centre - PKSM) to limit bias and misidentification. BKSDA Maluku is Natural Conservation Resources Agency a Maluku Province of local management authority of the species.</p> <p>Overall, I collected data from report, social media and documentation, recording 27 species of parrot.</p>
<p>Identify challenges in communication efforts for wild parrot conservation and habitat distribution to the community and stakeholders</p>				<p>The research focuses on the challenges in formulating communication patterns for wild parrot conservation efforts by analysis of two best practice program reports and conservation measures from the Perkumpulan Konservasi Kakatua Indonesia (KKI) in Masakambing and Huaulu using NVivo analysis to visualized concept</p>

				<p>map of communication methods and Miradi analysis to designed conservation management strategies.</p> <p>Based on observation, commonly limited communication skills of conservation activists and stakeholders sometimes prevent messages from being conveyed efficiently. The use of complex scientific grammar and rigid bureaucratic language creates gaps that make it difficult to understand and can even trigger conflict due to overly maintaining egos rather than prioritizing equality and solutions. Conservation seems a commodity for bureaucrats, academics, and practitioners, which is the community positioned as mere objects rather than key actors in conservation. This is reasoning this research focuses on the challenges in formulating communication patterns for wild parrot conservation efforts.</p>
<p>Analyse communication patterns for framing messages about parrot conservation efforts to raise awareness with touch the emotional side of stakeholders</p>				<p>The informant and respondent selected with random and base on Penta Helix approach as an innovative model that connects academics, practitioners, communities, government authorities and the media. Pre and post questionnaires also used for estimate how far the local community aware, pride and active to support parrot conservation action.</p> <p>The data obtained were 1,842 informants and 1,012 respondents of</p>

				<p>questionnaires with categories: 37.4% academics, 9.5% community members, and 28.1% students.</p> <p>Total of 286 people were informally interviewed: University student (13); local NGO (46); local community (171); local government &amp; private sector (54); local media (2).</p> <p>I played documentary films by IPP, but also other media platforms like books and print media (banners, posters, stickers, brochures, billboards) to disseminate conservation messages. Afterwards, the respondents were aware about conservation and were very happy with the socialization process, with about 90% of respondents feeling motivated.</p>
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**2. Describe the three most important outcomes of your project.**

- a) Parrot diversity from confiscated is directly proportional to the factors causing trade, poaching and consumption of parrots in Maluku. Usually trapping on fledgling step but people need extra money to pay student semester on May-June and preparing for celebrate Christmas/new year on September – November. About 70% - 90 % respondent agreed and welcomed if there were other alternative to increase their income -- *Extra income for school & celebrate important day*
  
- b) There is a real influence among physical environment, social dynamics and socio-economic environment on communication patterns. By built is cross-border communication with full awareness of the spirit of partnership and cooperation that mutually need for the common good, so that collective action can drive change at the policy level as well as at the practical and concrete level in the field. This is strong reason to encourage the Huaulu people to no longer hunt cockatoo, even for traditional rituals. In the study case, the Huaulu tribe has adopted practices behaviour change to preserve both their customs and the cockatoo population. This approach aligns local wisdom with conservation goals, fostering community pride and participation in wildlife protection – *Holistic & base-evidence approach*

In 2024, when my research started, there is no resistance to the project from local villagers of Huaulu. However, in the early days of the KKI project in Huaulu in 2017 KKI did encounter resistance. The fun fact, all people coming to this village using logos or pictures of cockatoo were forbidden, including KKI, who have cockatoo logo. But after a lot of approaches, local perceptions changed and now we can use any logo of parrot and cockatoo inside the village (in t-shirt, bag, etc). This has been a positive impact of the Holistic & evidence-based approach by KKI.

- c) The quality of public awareness and stakeholder opinion are significantly related to communication patterns. Intensive conservation awareness and pride program is important to make conservation efforts are more easily accepted, with simplified, easier to understand, and communicated more inclusively, then make people are interested and aware, enthusiastic, pride and want to take action. About 100% of respondents were inspired to visit Maluku and well received the implicit message about parrot and conservation after reading the book that I developed, "Baronda ron Pulau Maluku". This is a book about the mission of parrot conservation efforts in Maluku and North Maluku, aimed at telling the excitement of travelling to various locations in Maluku and North Maluku, interspersed with interesting rhymes and photos of natural scenery and wildlife, especially the distinctive parrot. It also includes knowledge about parrots and their conservation efforts. – *Media innovation*.

Yes, I developed this book with myself. "Baronda ron Pulau Maluku" is a travel book in carrying out the mission of parrot conservation efforts in Maluku and North Maluku produced 2024 and printed 2025. This book is packaged to tell the excitement of traveling to various locations in Maluku and North Maluku, enjoying unique hidden natural tourist destination that are very pleasing to the eye and calming to the mind with light language and interspersed with interesting rhymes and photos of natural scenery and wildlife, especially the distinctive parrot. Apart from pampering the eyes with natural views, it also includes knowledge about parrots and their conservation efforts.

### **3. Explain any unforeseen difficulties that arose during the project and how these were tackled.**

- a. Individual egoism and the inability to work in a team are the biggest obstacles in the grassroot level. Of course, this program will be successful if it is supported by the village government and local government region, accompanied by KKI staff, directs the program to all village communities.

With collected documentation of activity stages, inventory of equipment, distribution and analysis of questionnaires, data from Google-form application, minute of meeting, inventory of confiscated parrot, tagging, absence of participating communities as resource persons.

- b. The obstacle in Huaulu is equalizing the perception between the village government and traditional officials. Therefore, a more in-depth and routine approach is needed to have the same view.
- c. Because this research is for my Master degree, I need to publish my research outputs and passed thesis final examination before submission the final report, and should keep regularly scheduled performance evaluations with supervisors.

#### **4. Describe the involvement of local communities and how they have benefited from the project.**

This research program to encourage and build a community that is aware of parrot conservation. The community of hunters and loggers were involved as respondents and informants: to reduce opposition from these parties wherever possible the program involved these parties as beneficiaries with win-win solution without conflict with government. Then, they could change their attitude towards becoming conservation champions. The community can also help campaign efforts by spreading information to other villages.

#### **5. Are there any plans to continue this work?**

The plan program to continue this work are by improving communication skills, conservation activists and scientists can make difficult messages more easily understood. Even less interesting and unpopular scientific findings can be better packaged and accepted by the general public. A public that is aware of and understands protected parrot conservation efforts and assesses applicable and beneficial communication strategies will significantly contribute to the successful reduction of illegal parrot trade in Maluku.

The success of conservation efforts can be achieved through a mature planning strategy. Supported by intensive communication patterns with a holistic approach method to change perspectives, build pride and trust. This holistic approach is a combination of emotional approach, persuasive approach, religious approach, evidence-based approach, which are built simultaneously. It is hoped that the communication pattern for parrot conservation efforts can be applied in other areas, so that parrots in Indonesia will be sustainable.

**6. How do you plan to share the results of your work with others?**

- a. I already passed the thesis final examination on 30 January 2026, and the research will fully publish in my thesis, and will be available in Universitas Gadjah Mada library
- b. My journal already accepted in Journal of Ethnobiology Q1 on 3 February 2026, and will be available soon (status: awaiting production checklist)
- c. I will share my results with local authorities through a final report to the research permits in Bahasa Indonesia.
- d. I will prepare a set of materials in writing, of how to best conceive their communication plan to decrease the local parrot trade on KKI websites, social media pages, and at public speaking events domestically and internationally.

**7. Looking ahead, what do you feel are the important next steps?**

- a. Capacity building by improving communication skills, conservation activists and scientists
- b. Innovation on media campaign
- c. Mature planning strategy on conservation parrot
- d. Community involved important by holistic approach method to change perspectives, build pride and trust.
- e. This communication pattern for parrot conservation efforts can be applied in other areas

**8. Did you use The Rufford Foundation logo in any materials produced in relation to this project? Did the Foundation receive any publicity during the course of your work?**

Yes, I did. I used The Rufford Foundation logo on all of my materials produces like:

- a. Book of Baronda ron Pulau Maluku
- b. Poster of 11 parrot species in Seram, Maluku
- c. Talk as Guest lecture in Pattimura University, Maluku



**9. Provide a full list of all the members of your team and their role in the project.**

- a. Dudi Nandika, M.Si, as Chairman of Perkumpulan Konservasi Kakatua Indonesia (KKI). He provides leadership and managerial in KKI organization is managed effectively, provide support all staff and works toward solutions, compromise and innovation.
- b. Al Khaidir Ali, S.Hut as Research & Development Coordinator in KKI. He is helping me on collecting data in community to oversees the day to day of monitoring on field and note any problems, practicing Kobotoolsbox method and EarthRanger application.
- c. Mona K.H Souhaly. S.Sos as Community Support Officer in KKI. She is originally from North Seram Island, and stay nearest the local community. She help me to collect data in grassroots level and also very active in spreading information about bird protection in the church youth and Sunday School.

## **10. Any other comments?**

The activities and timescale from preparation to data analysis is going well. But, for publication for Journal of Ethnobiology Q1 need at least more the 7 months process from submitted in June 2025 to accepted in February 2026. This affects my schedule for In reporting report writing and thesis examination, which is I need more extra two months for finishing all report.

## **ANNEX – Financial Report**

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