



Analysis of the phenomenon of keeping endangered animals as a trend

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ABSTRACT

Indonesia is a country with diverse fauna. However, many animals are experiencing an extinction crisis, one of the causes is the exploitation of these rare animals, one of which is for free keeping. Wild animals have natural instincts that evolved with their evolution and help them survive in their natural habitat. When wild animals are kept in different environments, such as captivity or shelters, they often lose or change some aspects of their original instincts. The protection of rare and endangered wildlife species is of international concern, as biodiversity conservation is essential for survival. Unfortunately, the enforcement of these protected wildlife regulations is not strict enough and there are still many violations, so it is important for the Indonesian government and its citizens to work together to ensure effective implementation of wildlife protection regulations. This research method uses a qualitative approach with data collection from literature studies and uses interpretation analysis techniques. The importance of wildlife conservation in Indonesia cannot be ignored. It is important for Indonesians to follow applicable regulations and participate in protected wildlife conservation efforts to maintain the country's biodiversity. This study illustrates the factors that lead to the keeping of wild and endangered animals and the role of the government in this regard and answers how the phenomenon has become a trend in high society.

KEYWORDS: animal exploitation; endangered animals; government policy; trends in endangered animal husbandry

1. Introduction

Indonesia is a country that has a variety of animal species spread throughout its territory, including protected endangered animals. According to data obtained from LIPI, it is estimated that as many as 300,000 wildlife species or around 17% of the total wildlife species in the world are found in Indonesia (Aprilianti, 2022).

Animal protection status based on population threat by IUCN (International Union for Conservation of Nature), classifies into several categories, namely extinct (believed to be dead), extinct in nature (believed to be dead in nature but still alive in captivity), and threatened. In this case, the threatened category is divided into several groups, namely critical, endangered, vulnerable, near threatened, and low risk (Mangunjaya et al., 2017).

In an effort to conserve these rare animals, the government makes policies related to the protection of these rare animals. Through the Natural Resources Conservation Agency or Badan Konservasi Sumber Daya Alam (BKSDA), the government issues licenses to certain parties, private individuals and groups, to carry out rare animal conservation with the aim of protecting these animals from extinction (Alfarissy, 2022). The government's policy on

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wildlife is stipulated in Article 1 paragraph 6 of Law No. 41/2014 on Animal Husbandry and Animal Health (Aprilianti, 2022).

However, despite government policies, exploitation of these endangered animals is still found. Based on data from WCS IP's Wildlife Crime Unit, the number of protected wildlife trade cases showed an increase from 106 cases found in 2015, increasing to 120 cases in 2016 and continuing to increase to 225 cases the following year (Aprilianti, 2022). The increase is partly due to the increasing market demand for wildlife, with Indonesia being one of the highest wildlife exporting countries in the world.

Recently, a trend among the upper economic class is keeping wild and rare animals. This happens in many countries around the world, and Indonesia is one of them, as often shown on several social media such as YouTube, Instagram, and others. More and more people are able to keep these wild animals, despite the fact that they are protected animals and are becoming less and less populated in the world.

The widespread use of social media has encouraged many people to showcase their lives and experiences through online platforms. Unfortunately, this trend has also led to the alarming phenomenon of people keeping wildlife and showing them off on social media. In response to this phenomenon, the Indonesian government has implemented regulations regarding the protection of wildlife and their habitats. These regulations are designed to prevent the exploitation and abuse of wildlife and ensure their preservation for future generations.

However, despite these regulations, law enforcement remains a challenge. This is exacerbated by weak law enforcement in Indonesia, as evidenced by the rampant trade of endangered wildlife in major cities without strict sanctions for traders. The lack of standardized methods to calculate the economic value of wildlife also poses an additional challenge to law enforcement in cases of illegal wildlife trade (Noer et al., 2022).

It is important for the government to take stricter measures to curb this trend and work towards ensuring that endangered species are protected from exploitation and abuse. In addition, public education is also crucial to raise awareness of the importance and value of wildlife in their natural habitat. In addition, social media influencers should also take responsibility by refraining from promoting the ownership of wildlife as pets.

Therefore, this study aims to find out the factors that cause endangered animals to be kept, to find out the role played by the Indonesian government in implementing policies regarding the keeping of wild and rare animals, and to analyze the phenomenon of keeping wild and rare animals as a trend among the upper-class society.

2. Methods

The research approach was carried out using a qualitative approach, because this research will analyze an event based on a case study. Qualitative research itself can be defined as a study that observes events or phenomena that occur in society by describing thoroughly and complexly, and reported in detail from observations whose data comes from informants and is carried out in a natural setting (Fadli, 2021). The case study method is useful for understanding a particular problem in depth (Assyakurrohim et al., 2022). The data used in this study are primary and secondary. The technique used for primary data collection is in-depth interviews. While the secondary data collection technique is a review of some literature (literature study), some references are obtained through Google Scholar, sciencedirect, Scopus, and Remote Lib UI as well as information from YouTube social media. This research analysis uses the interpretation method.

3. Results and Discussions

3.1 Social Media Trends in Society

In the current era, the use of social media has become very common and widespread, including to showcase people's lifestyles. Some possible purposes underlying the use of social media to showcase lifestyles include:

1. Showcase achievements and successes: Many people use social media to show off their personal achievements, such as accomplishments in work, education, or other activities. They want to show others that they are living a successful and happy lifestyle.
2. Building a personal image: Social media is often used to build a desired personal image. A person may show off a certain lifestyle, such as sports activities, traveling, fancy food, or expensive items, to create the impression that they have a glamorous and exciting life.
3. Influencing others: By flaunting a certain lifestyle, one can try to influence others to follow in their footsteps. This could involve recommending certain products or brands, inspiring others to make changes in their lives, or trying to build a large following on social media.
4. Increase social status: Social media is often a tool to enhance social status within online communities. By showing off a lifestyle that is considered prestigious, one can gain recognition and appreciation from their followers, and feel more respected and important in the digital environment.
5. Gaining support and validation: Some people use social media to showcase their lifestyle with the aim of gaining support and validation from others. They may seek compliments, positive comments, or emotional support from their online community to reinforce their confidence and feelings of success.

However, keep in mind that what is showcased on social media does not always reflect the actual reality. Many people choose to showcase only the best sides of their lives, which can cause social comparison and psychological distress in those who view it. Therefore, it is important to take content on social media with a critical attitude and not overly compare oneself to other people's lifestyle images.

3.2. Rare Animals as a Trend

The trade in wildlife, including endangered species, is currently trending. Countries in Asia and Latin America are listed as the largest centers of the endangered wildlife trade, with high demand from both domestic and international markets. Most sales are conducted online and are illegal. Animals that are often traded are used as pets.

Wildlife conservation in Indonesia has a huge impact. As one of the world's megabiodiverse countries with very high biodiversity, the existence of wildlife in Indonesia has not only ecological, but also social, economic and cultural value. Here are some reasons why wildlife conservation in Indonesia is so important:

1. Biodiversity: Indonesia has many different types of ecosystems, ranging from tropical rainforests, coral reefs, swamps, to savannas. These ecosystems provide habitats for thousands of wildlife species, including those that are endemic or found only in Indonesia. Wildlife conservation helps sustain the country's unique ecosystems and biodiversity.
2. Healthy ecosystems: Wildlife plays an important role in maintaining a balanced ecosystem. For example, predators such as Sumatran tigers help control the population of their prey animals, thus preventing ecosystem damage due to overgrazing. Some wildlife also plays an important role in crop pollination, forest restoration and natural pest control. By maintaining wildlife populations, we also maintain the overall health of the ecosystem.
3. Ecotourism: Indonesia's protected wildlife is a major attraction for both local and international tourists. Wildlife-based ecotourism provides significant economic opportunities for local communities, creating jobs and supporting economic growth. Wildlife conservation can also increase public awareness of the importance of conserving the natural environment and biodiversity.

4. Cultural maintenance: Some wildlife species in Indonesia have strong cultural values. Indigenous communities often have a close relationship with wildlife and view it as an integral part of their cultural identity. Wildlife conservation helps preserve the traditional knowledge, beliefs and cultural practices associated with these wildlife.
5. Protection of endangered species: Indonesia is home to a large number of endangered wildlife species, including orangutans, Sumatran tigers, Javan rhinos and many more. Wildlife conservation is essential to protect these species from extinction and ensure their survival in the wild.

The importance of wildlife conservation in Indonesia cannot be ignored. Ongoing efforts to protect, restore and sustain wildlife and their habitats will provide long-term benefits for the country, society and life on Earth as a whole (Berliani, 2022). Wildlife, captivity and home life are three different contexts for animals. Here is a comparison of how animals live in each of these contexts:

1. Wildlife in Nature:
 - a. Habitat: Wildlife live freely in nature, including forests, grasslands, rivers and oceans. They have access to their natural environment which includes food, water, shelter and breeding grounds.
 - b. Freedom: Wild animals have complete freedom to move around and perform their natural behaviors such as hunting, mate searching, and protecting their territories.
 - c. Ecosystem: Wildlife plays a role in maintaining the balance of the ecosystem. They are part of the food chain and play an important role in pollination, seed dispersal and decomposition.
2. Animals in Captivity:
 - a. Confined Environment: Animals living in captivity are housed in a confined environment, such as a zoo, safari park, or nature preserve. They are usually surrounded by fences or cages designed to restrict their movements.
 - b. Care: Animals in captivity receive regular human care, such as scheduled feeding, medical care, and health surveillance.
 - c. Protection: Captive breeding aims to protect endangered animals, breed them in a controlled environment, and then release some individuals back into the wild if possible.
3. Animals in People's Homes:
 - a. Pets: Domestic animals are pets that live in a human environment. They usually live inside the house or in the backyard, separated from their natural environment.
 - b. Care: Animals in residential homes receive human care, such as food, water, health care, and affection from their owners.
 - c. Social Interaction: Animals in residential homes often interact with human family members and possibly other pets. They can be trained and form emotional relationships with their owners.

The main differences between these three contexts are the level of freedom, access to natural habitats, and the role of the animals in the ecosystem. Wild animals live in their natural conditions with complete freedom and play a role in maintaining the balance of nature. In captivity, they live in a restricted environment with human care and aim to protect endangered species. At home, animals live in closer human interaction and receive care tailored to their needs as pets (Winarno and Harianto, 2018).

Keeping rare animals has now become a trend. Exotic and rare pets are sold at high prices, but the demand is increasing. Nowadays, many rich and famous people feel obliged to have rare animals in their lives, both in Indonesia and around the world. One of the rare animals that are traded illegally is the eagle. The increasing trade in eagles is due to the spread of eagle-loving communities, which is clearly against the law (Fajar, 2014). In addition, some artists and famous personalities who have social media such as Youtube often show a number of their pets in the form of protected rare and exotic animals. The cost

of caring for rare animals is certainly not cheap, but this does not stop them from keeping them and even adding other rare animals.

Taming endangered animals can be dangerous for the animal's owner. Animals such as lions, tigers, wolves, and primates should be in natural habitats. There are around 5,000 tigers kept by private individuals. Endangered animals are also not suitable for companionship. They need special care, shelter, food, and maintenance that ordinary people cannot provide. Some people who own wild animals even try to change their character (Born Free USA, 2003). One Youtuber with the initials A from his YouTube channel changed the character of his pet wolf by taming the animal. In addition, the Youtuber tried to bring the wolf closer to the tiger with the aim that his pet tiger could imitate the wolf's character. This is not in accordance with the original character of wolves and tigers that exist in their natural habitat.



Figure.1 Youtuber A tries to unite a tiger and a wolf to interact on his YouTube channel (<https://youtu.be/cSfTo4p1YsI>)

Wild animals have natural instincts that evolved with their evolution and help them survive in their natural habitat. When wild animals are kept in different environments, such as captivity or shelters, they often lose or change some aspects of their original instincts. Some of the factors that can cause these changes include the limited space and environment of the wildlife. In captivity or shelters, wildlife are often housed in a smaller space than their natural habitat. This can lead to movement restrictions and a reduction in the natural stimuli they would normally experience in the wild. This lack of space and restricted environment can affect their ability to hunt, find food or manage their territory effectively.

Dependence on humans is also one of the factors that change the nature of wildlife. When wildlife are captive-bred, they often become overly dependent on humans for their basic needs, such as food and protection. This reduces their drive to forage on their own or rely on their hunting skills. Wildlife that are overly dependent on humans can lose their natural skills and gradually become less independent. In addition, wildlife will also experience a lack of interaction with fellow wildlife. In a captive or shelter environment, wildlife often do not have the opportunity to interact with their fellow species naturally. This limited social interaction can interfere with the development of their social instincts, such as communication skills, group hierarchy and mating behavior.

Another important factor is human influence. When wildlife are kept in captivity, they are often exposed to different human influences. These human influences can affect the behavior and mindset of wildlife, including changes to their native instincts. For example, excessive or inappropriate interaction with humans can result in wildlife becoming overconfident or fearful of humans. This is not to say that all captive wildlife will lose their instincts entirely. Some species have exceptional adaptability and can cope well with the captive environment. However, environmental changes and dependence on humans can

significantly affect the behavior and native instincts of wildlife. It is important to create a suitable environment and provide adequate stimulus so that wildlife can retain some aspects of their natural instincts while in captivity.

The rise of Youtubers popularizing the keeping of endangered animals has greatly influenced public perception of these animals. Videos that showcase interactions with endangered animals indirectly promote the risky and illegal wildlife trade. In some countries, endangered animals such as reptiles and primates are often seen as attractive and prestigious pets. Some Youtubers also rarely explain the source and how to obtain these animals (Moloney et al., 2021). Social media also plays a role in increasing interest in rare animal ownership. The presence of rare animals on social media often gives the impression that ownership is glamorous and a symbol of social status. This can encourage others to buy and trade rare and exotic animals without protecting the environment and animal welfare (Spee et al., 2019).



Figure.2 domestication of wild animals to become tame by owners
(<https://youtu.be/zUbZk6Gf-JA>)

Several regions in Indonesia, including Bandung, often organize animal contests and competitions. Animals that are often used as contests are birds. Although not all bird species are endangered, the high interest of the community can lead to the extinction of bird species and the reduction of bird biodiversity (Mulyadi & Dede, 2020). The trend of participating in animal competitions and even collecting rare animals is done as an effort to increase social status. Expensive animal care is done as a prestige for the owner and reflects a certain social status (Sastrawati, 2020), so the ecological value is not more important than the social status obtained by keeping rare animals. Keeping endangered animals can lead to complex impacts, one of which can lead to animal abuse and torture. The demand for endangered animals can lead to illegal and unsustainable animal trade (Sollund, 2011).

Another case of keeping endangered animals as a trend is to keep them as an attraction in a cafe. The phenomenon of exotic animal cafés is gaining popularity in countries such as Japan, South Korea and Thailand. Exotic animal cafés are places where visitors can enjoy drinks or food while interacting with rare and exotic animals. The popularity of exotic animal cafes has increased in recent years. Visitors can see and interact with animals such as foxes, lemurs, birds of paradise, and other exotic reptiles. Most of these exotic animal cafes obtain animals from the illegal trade. This contributes to the decline of endangered animal populations and threatens biodiversity. Exotic animal cafés also do not always provide an appropriate environment for animal comfort and welfare. Crowded conditions, overly bright lighting and noise can cause stress to animals that normally require a calm and natural environment (McMillan et al., 2021).

3.3 Rare Animal Trade

The trade in wildlife, including endangered animals, is currently trending. The wildlife trade is a multi-billion dollar industry that not only involves the exploitation of animals for their body parts for medicinal purposes, meat or trophies but is also driven by the demand for exotic pets. Countries in Asia and Latin America are the largest hubs of the endangered

wildlife trade, with high demand from both domestic and international markets. Most sales take place online and are illegal (Wilson, 2019). The international trade in exotic animals/species (many of which have no history of domestication) involves thousands of species and millions of individuals each year. The United States is one of the world's largest consumers of imported wildlife and wildlife products, with 1.5 billion live wildlife legally imported between 2000 and 2006, nearly 90% of which was destined for the pet industry (Sigaud et al., 2023). Animals are often traded as pets. Animals ranging from birds, amphibians, reptiles and primates are in high demand. Most rare animal ownership is unauthorized or illegal (Chatellier, 2021).



Figure 3. Thylacine (*Thylacinus cynocephalus*) one of the traded animal species (Wilson, 2019)

The trade in endangered animals is carried out because the traders can make huge profits. The trade is a serious threat to the survival of species and also threatens the balance of ecosystems. According to WWF, the trade is detrimental to the natural resource protection efforts of the countries involved and is exacerbated by habitat destruction and other pressures on the environment. A contributing factor to the trade in endangered animals is demand. The reasons why groups of people buy and keep rare animals are for social status, as a collection and hobby, conservation interests, personal enjoyment and satisfaction, and as gifts for their children (NN, 2022). People who keep endangered animals often do not pay attention to their new environment. Many species are not suited to their new environment, which can be life-threatening, and they can also escape, resulting in invasive populations. Another problem is that when rare animals are released into the wild, they can disrupt the local ecosystem. Exotic species can compete with native species, prey on local species, and cause damage to local flora and fauna (Lockwood et al., 2019).

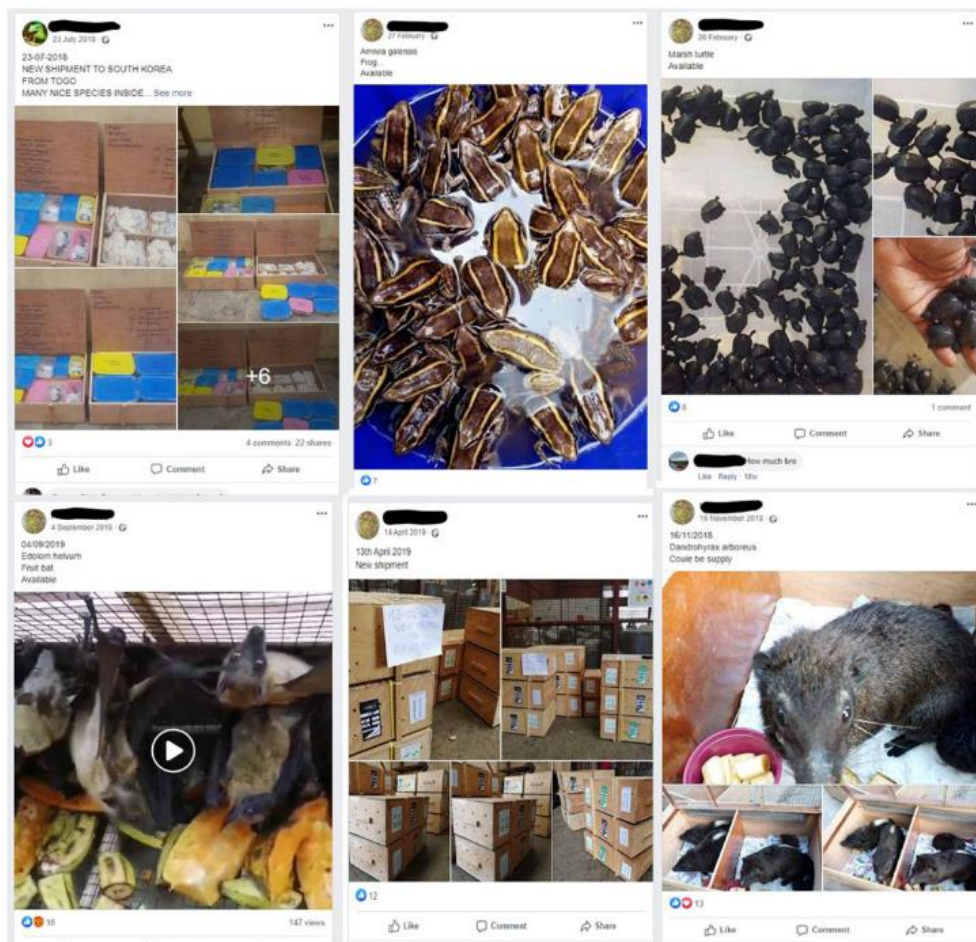


Figure 4. Screenshot of trade in rare and exotic animals that is carried out on social media Facebook (Harrington et al., 2021)

The process of buying and selling wildlife mostly takes place through social media platforms such as Facebook and Instagram. Most live wildlife exports are done through illegal and poorly documented channels. Some social media users even openly offer wild animals for sale at high prices. These animals are often captured inhumanely and subjected to high stress during the export process. There is a need for stricter monitoring and enforcement of the endangered animal trade (Harrington et al., 2021). According to an interview with an informant who is one of the veterinarians working at the Ministry, he said "From the Ministry's regulations on the conservation of natural resources and ecosystems, it states that it is not allowed to capture, store, own, and keep wild animals, whether alive or dead, and there are criminal penalties as well.". There are many reasons why keeping wildlife is prohibited, apart from the fact that it is protected, according to the interviewee, "There is a lot of disease transmission from animals to humans, it is possible that there are certain diseases, new diseases and old diseases, which can also emerge again from the wildlife. In addition, animals that live with humans will experience domestication from wild to tame, but this takes a long time, up to years, and there is a possibility that these animals, especially wild animals, can attack humans who keep them if there is a trigger."

3.4 Wildlife Protection Regulations

The protection of rare and endangered wildlife species is of international concern, as biodiversity conservation is vital to the survival of our planet. In Indonesia, laws regarding the protection of rare and endangered wildlife species are regulated in several regulations, including Law No. 5 of 1990 on the Conservation of Living Natural Resources and Their Ecosystems, which provides a legal framework for the conservation and sustainable use of

natural resources. In addition, the Indonesian government has issued several policies and decrees aimed at protecting rare and endangered wildlife species from illegal trade and poaching. One such policy is Government Regulation No. 7 of 1999 on the Conservation of Wild Plants and Animals, which stipulates prohibited actions related to rare and endangered species, such as hunting, capturing, possessing, selling, or transporting them without proper permits and licenses. In line with the Regulation, the Indonesian government has also issued several implementing decrees, including Ministerial Decree No. 447/Kpts-II/1991 on the List of Protected Animals, which specifies species that are protected by law, and Ministerial Decree No. P.106/MENKLH/SETJEN/KUM.1/7/2018 on Procedures for the Management of Fish and Non-targeted Wildlife, which outlines procedures for obtaining permits and licenses relating to the management of rare and endangered animal species.

To protect its wildlife, Indonesia stipulates a maximum penalty of up to 5 years in prison and/or a fine of IDR 100,000,000 for those who violate it. However, effective law enforcement related to wildlife protection laws is almost non-existent in Indonesia. Indonesian authorities have guidelines for law enforcement of wildlife crime cases, which refer to Law of the Republic of Indonesia No. 5/1990 Article 40, but implementation has not been maximized (Noer et al., 2022).

Despite the challenges in enforcing wildlife protection laws, there are still social norms and taboos that can be utilized to protect endangered species. For example, on Tinjil Island taboos prevent people from taking water monitor lizards and pythons that are targeted for the leather market elsewhere. In addition, wildlife such as jungle cats and Javan gibbons are fully protected in Indonesia, so there is a need for strict supervision on the traffickers or owners of these wildlife. For protected wildlife conservation to be successful, it is important for the government and communities in Indonesia to work together to ensure effective implementation of wildlife protection regulations.

As of 2021, there are several government regulations governing the keeping of protected wildlife by communities in Indonesia. However, these regulations may change or be updated from time to time. Here are some of the regulations that were relevant at the time:

1. Law No. 5 of 1990 on the Conservation of Living Natural Resources and Their Ecosystems or Konservasi Sumber Daya Alam Ekosistem (KSDAE Law): This law provides the legal framework for the conservation of biodiversity, including protected wildlife. The KSDAE Law regulates the protection, preservation, utilization, and harvesting of biological natural resources.
2. Government Regulation No. 7/1999 on the Preservation of Plant and Animal Species: This regulation provides more detailed provisions related to the protection and preservation of protected wildlife in Indonesia. It also regulates management permits, utilization, and captive breeding of protected wildlife.
3. Government Regulation No. 8/1999 on Plant and Animal Breeding: This regulation regulates the captive breeding of protected wildlife. Captive breeding aims to conserve endangered wildlife populations and promote the maintenance of protected wildlife by the community.
4. Minister of Environment and Forestry Regulation No. P.106/MENLHK/SETJEN/KUM.1/11/2018 on the Management of Wildlife in Zoos: This regulation regulates the management of wildlife in zoos, including the requirements and procedures for keeping, breeding, and exchanging protected wildlife.

In addition to the above regulations, there are also regional or district/city regulations that regulate the keeping of protected wildlife. It is important for Indonesians to follow applicable regulations and participate in protected wildlife conservation efforts to maintain the country's biodiversity. For more accurate and up-to-date information, it is recommended to refer to legal sources issued by the Indonesian government (Naiborhu, 2021). Compared to other Southeast Asian countries, Indonesia's wildlife protection laws

are relatively comprehensive, as mentioned earlier, with sanctions that include maximum penalties of up to 5 years in prison and/or a fine of IDR 100,000,000 for violators.

The following are the general steps taken in implementing the law against illegal trade in endangered species in Indonesia:

1. **Trade Bans and Restrictions:** Indonesia's conservation laws prohibit the illegal trade of endangered animals. Endangered animals listed on the protection list are prohibited from being traded, except with certain permits issued by the government.
2. **Law Enforcement:** Law enforcement is carried out by various agencies, including the Ministry of Environment and Forestry, the Police, and the National Crime Control Agency. They work together to investigate, prosecute and raid the illegal trade in endangered species.
3. **Search and Seizure:** Where there is sufficient information or evidence, law enforcement may conduct searches and seize illegally traded endangered animals. The confiscated animals will be taken over and cared for in an appropriate place, such as a conservation center or national park.
4. **Prosecution and Sentencing:** Perpetrators involved in the illegal trade of endangered wildlife can be prosecuted and sentenced in accordance with applicable laws. Penalties include hefty fines and imprisonment.

However, despite these laws and regulations, law enforcement regarding the illegal wildlife trade in Indonesia is often weak and ineffective. As shown by research conducted by Nekarisi et al, traders in wildlife markets in several cities in Indonesia openly discuss the illegal trade of slow lorises and other endangered species, without any action from local conservation authorities. One of the reasons for this ineffective law enforcement is the lack of standardization in calculating the economic value of wildlife. Although the authorities have issued law enforcement guidelines related to wildlife trade, as stipulated in Law No. 5/1990 Article 40, the implementation of these policies has not been maximized. This is due to the weak

In contrast, neighboring Vietnam has implemented various policies and regulations aimed at managing and protecting endangered species. In conclusion, while Indonesia's wildlife protection laws and regulations are relatively comprehensive compared to other Southeast Asian countries, implementation of these policies remains a challenge. This is due to weak law enforcement that fails to prevent illegal trade and poaching of vulnerable wildlife species. In addition, the lack of standardization in assessing wildlife and incomplete implementation of existing guidelines for enforcement actions exacerbate this problem. Therefore, the Indonesian government needs to strengthen law enforcement efforts and ensure proper implementation of existing policies and regulations. In addition, the government should consider increasing efforts to standardize and regulate the economic value of wildlife to prevent illegal trade and poaching more effectively.

Despite the challenges in enforcing wildlife protection laws, there are social norms and taboos that can be utilized to protect endangered species. For example, on Tinjil Island, taboos prevent the collection of water monitor lizards and pythons targeted elsewhere for the leather market (McKay et al., 2018). It is important for the Indonesian government and its citizens to work together to ensure effective implementation of wildlife protection regulations.

4. Conclusion

This research describes the factors that lead to the keeping of wildlife and the role of the government in this regard, as well as answering how this phenomenon has become a trend in high society. The conclusion regarding the phenomenon of keeping wild and endangered animals as content on social media is as follows: (1) Awareness and care: Social media can be an effective platform to raise awareness and care for wild and endangered species. Content that depicts wildlife recovery and protection efforts can encourage others

to participate in nature conservation. (2) Education and information: Content related to the care of wild and endangered animals on social media can inform and educate the public about the importance of biodiversity, the threats faced by these animals, and the steps that can be taken to protect them. This can improve people's understanding of environmental issues and inspire positive action. (3) Fundraising and support: Social media can also be used as a tool to raise funds and support for organizations and individuals involved in wildlife care. Content that shows concrete results of animal care or recovery can encourage people to donate or provide other forms of support. (4) Potential for abuse: While social media has great potential to promote the care of wild and endangered animals, there is also a risk of abuse. Some content may simply capitalize on the popularity of endangered animals for popularity or personal gain, without regard for the welfare of the animals. Therefore, there is a need to monitor and supervise the content circulating on social media to ensure that the goal of wildlife care and protection remains intact. (5) To protect the biodiversity of living things, especially fauna, it is important for the Indonesian government and its citizens to work together to ensure effective implementation of wildlife protection regulations. It is also important for Indonesians to follow applicable regulations and participate in protected wildlife conservation efforts to safeguard the country's biodiversity.

In conclusion, social media can be an effective tool to promote wildlife and endangered species conservation if used wisely. Content based on awareness, education, support and care can build a broader understanding of the importance of conserving wild and endangered animals and mobilize positive action for nature conservation.

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Author Contribution

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