

Pengembangan program komunikasi di kawasan koridor hutan lindung = Developing a communication program in the protected forest area / Andina Auria Dwiputri

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Abstrak

ABSTRAK

Pelaksanaan program rehabilitasi hutan di Indonesia masih belum menunjukkan hasil yang maksimal. Program ini dapat berhasil apabila didukung oleh peran serta masyarakat dan strategi komunikasi yang efektif. Penelitian ini bertujuan untuk 1) menganalisis kondisi lingkungan dan kondisi masyarakat; 3) menyusun desain strategi komunikasi; 4) menyusun rencana pelaksanaan strategi komunikasi; 5) memonitor dan mengevaluasi strategi komunikasi. Penelitian dilakukan di Kampung Padajaya Desa Purwabakti dan Kampung Babakan Pamatang Desa Purasari, Bogor. Penelitian ini menggabungkan metode kualitatif dan kuantitatif. Hasil penelitian menunjukkan bahwa kondisi lingkungan di kedua lokasi penelitian mengalami degradasi lahan dan krisis air. Sayangnya, tingkat pemahaman dan kesadaran lingkungan masyarakat di kedua desa masih rendah. Desain strategi komunikasi yang disusun berupa program kampanye dengan pendekatan pendidikan lingkungan. Rencana pelaksanaan program berorientasi pada taktik pelaksanaan tahapan program, susunan pesan, media, komunikator, rencana anggaran, dan pembagian tugas yang berorientasi pada peningkatan partisipasi warga dalam kegiatan rehabilitasi hutan. Monitoring dan evaluasi program komunikasi dilakukan dengan cara observasi lapangan dan check list, dan kuesioner.

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ABSTRACT

The implementation of forest rehabilitation program is still not showing a maximum results. Forest rehabilitation program could be done with a great support of participation of local community and an effective communication strategy. This research aims to 1) analyze the environmental and society condition; 2) design communication strategy; 3) create an action plan; 4) monitor and evaluate the communication strategy. This research was conducted in Kampung Padajaya Desa Purwabakti and Kampung Babakan Pamatang Desa Purasari, Bogor and it used both qualitative and quantitative methods. Research results: 1) Forest corridor area has been degraded to a great extent and it is facing a water insufficiency problem; 2) The campaign program with environmental education approaches has been proven as the most effective communication strategy; 3) The main focus of the action plan was on tactics such as program stages, lessons, media, sources, budget plan, and tasks division which aimed to increase the participation of local people in forest rehabilitation program; 4) Monitoring was conducted by field observation and check list, while the evaluation program still has to take place, which will be done by both field observation and check list, as well as using a questionnaire.