

Communication strategy for Better Understanding Community on Conservation Forest at National Park Halimun Salak

Sri Desti Purwatiningsih

Sumardi Dahlan

Lecture Program Study Public Relations
UPI YAI University
Jakarta 10340
Indonesia

Abstract

Socialization programs and utilization of Conservation Forest to the people who live around the forest takes the proper and effective communication and directed through the determination of sources of information (communicator), message (information), the recipient of information (communicant), communication channels and its effect. Through effective communication is expected to increase or impact the understanding of forest communities in improving physical productivity, optimize the arable land, improve the quality of the environment and forest, and maximize revenues. The results of communication strategies: (1) develop and establish cooperation with relevant parties and social networks in building and developing the natural attractions that can increase revenue GHSNP conservation of forest communities, (2) an agreement between the management of forestry (BTNGHS) with forest communities in application of regulations and laws clearly an attempt to overcome the breach in the utilization and conservation of forest management GHSNP, (3) improve the quality and quantity of forest officials in advocacy efforts to empower forest officials forest communities in forest management conservation area GHSNP adjusted region, and (4) expanding access to information for people around the forest in obtaining information utilization and conservation of forest preservation TNGHS.

Keywords: Communication, Strategies, Information, Conservation

1. Introduction

Nowadays forest has been widely destructed. Forest damage is easily found elsewhere in all parts of forest areas in Indonesia. Based on research conducted by [28], it is known that more people who inhabit the area for years need more land and resource. It has made the total area of forest gradually decrease. The research supported by [8]. He found that the encroachment increased tremendously in the period of economic crisis as well as in the era of political and economic reform. Squatters can be divided into three categories based on their own objectives. (a) Squatters who claim heritage land, (b) squatters who want to survive because of economic crisis, (c) Squatters who wants to enrich themselves.

Forest management often causes problems such as external negative on environment. Habitat destruction, and damage cost borne by local or national people which involve decline of ecological functions. Forest damage causes highly risk and uncertainty of ecosystem condition recovery. Therefore, because of unsustainable utilization and loss of value it implies to loss of value of timber and non timber product in the future. According to [4]forest areas need to be maintained by physical considerations, climate and water regulation as well as socio-economic needs of the community and country. Maintained forest composed of protected forest, preserved forest, jungle tours, and limited production forest. This paper focuses on the communication strategies for better understanding community of the conservation forest as national park that needs to be natured and maintained as forest vegetation cover is fixed to the interest of hydrology which regulate the water, preventing flood and erosion, maintain soil fertility, and not only durability in the forest area concerned but also affected surrounding areas.

As a function of the presence and condition of Conservation Forest TNGHS affect on preserving the diversity of flora, fauna and the ecosystems. As a function of forest production is a provider of forest products that can be utilized by the local community and specific community, government and other parties who are entitled [24]. Associated with a previous opinion regarding forest management by communities, based on the results of the study [14] Hall TNGHS need to formulate a collective agreement that includes the rights and obligations of each party in the special zone in GHSN Pare a management.

This is based on the problems found in jungle TNGHS among others:

- 1) Boundary condition on the ground that it is not clear that overlap with the Public and the Forest Service;
- 2) Appreciation and understanding of the existence of the National Park is still low;
- 3) The level of local communities dependent on forest TNGHS with forest resources are still high, resulting in the theft of forest products (wood and non-wood);
- 4) There are some wildlife poaching and encroachment traditionally.
- 5) Human resources or forestry personnel are limited in terms of quantity and quality as well as its distribution in the field.

Based on the problems above, wended the efforts of the right communication strategies to increase knowledge and understanding community in the use and conservation of forest perceived TNGHS is still lacking. For those reasons:

1. Perform effectively disseminating information about the benefits of the national park to the community forest.
2. Establish channels of communication, information and promotion about which procedures GHSNP Conservation Forest through a variety of media, both in interpersonal, group, and through the mass media.
3. Provide opportunities for forest dwellers to utilize Conservation Forest by participating actively manage Conservation Forest TNGHS [13].

Based on the above arguments, the research problem can be formulated as follows “Communication strategies can improve the understanding of how forest communities in the utilization and conservation of forest TNGHS in Bogor and Sukabumi district province west java”.

In accordance with the above formulation of the problems, the purpose of the study is to analyze the appropriate communication strategy to increase understanding of forest communities in the utilization and preservation.

2. Literature Review

It is important to maintain and protect the forest regularly to prevent damage and obliteration with preservation methods or with other terms in the conservation of the forest that were damaged and on extinction and the results of research conducted by [23] is known that farmer participation in Conservation Forest activities is low, while the people who live around the forest, in fact, can be a pillar for the creation of sustainable forest management [20]. This is reinforced by the opinion of [13] that the execution of the functions and role of indigenous peoples in the management of forest resources has a positive impact on environmental sustainability. Strengthened by the results of the resource of [11], that sustainable forest management is accompanied by an increase of its functions can be realized, if the implementation is supported by the active participation of the entire population.

One of which is a Conservation Forest area with certain characteristics that have the principal function of preserving the diversity of flora and fauna and the ecosystem is Halimun Salak Mountain National Park. Where Conservation Forest has TNGHS principal function as an area preserving diversity of plants, animals an decoys stems as well as serves as buffer areas of life. [18].

Communication Strategies in the Utilization and Conservation of Conservation Forest TNGHS. Communication strategies in the context of the writing here is the overall planning, tactics, means used by the forest service in delivering the messages and information regarding the use of Conservation Forest TNGHS with regard to the overall aspect of the communication process to achieve the desired goal.

Communication strategies by [7] a combination of planning communication (communication planning) and management communication to achieve a goal. Communication strategy is a way that worked for a smooth communication.

Communication strategy is a method or steps taken for the success of the process of delivering message by one person to another to tell or change attitudes, opinions and behavior, both orally directly and indirectly through the media[5].

Communication strategy must be able to demonstrate how the practical operations must be done. [6] said the strategy, both macro (planned multi-media strategy) has a dual function:

1. Disseminate communication messages that are informative, persuasive, and instructive to systematically target.
2. Bridge the "cultural gap" due to convenience and ease of obtaining operated mass media is so powerful.

In addition to the approach above, then one communicator should have the ability to change attitudes, opinions, and behavior when he found credibility factors and attractiveness. Reference [22] said that credibility is the rate at which a communicator is perceived as a trust and the ability of the recipient. Reference [10] said that the message conveyed by the communicator a high level of credibility will be much more to give effect to the change in the attitude of acceptance than if themes sage conveyed by the communicator low level of credibility.

Furthermore, [25] said that the credibility of the source consists of two elements, namely believe in skills and communication strategies regarding the contents of the message would determine the effectiveness of communication. Schramm [6] says that in order for communication that can be waged more effectively, then the message must meet the following requirements:

1. Messages must be designed and delivered in such a way that it can attract the attention of the intended target.
2. Messages must use signs which are mapped to the same experience between the source and the target, making it equally understand able.
3. Message must raise the personal needs of the target and suggest some ways to get those needs.
4. Messages should suggest the way to obtain something they will need.

Communication strategy developed in the writing here is in determining strategies and using appropriate and effective communication, when the forest officials TNGHS convey information about how to utilize and conserve Conservation Forest TNGHS to forest communities. Information Strategy Utilization and Conservation of Forest, Conservation TNGHS Information is the meaning of the symbols of communication. In other words, information is the meaning of the message. A word, and the cue does not contain information if it is not interpreted by the receiver so that it can be argued not to have any meaning if it is not given meaning by the communicant. Conversely order one that has meaning if the message is interpreted.

3. Methodology

To formulate appropriate strategy to improve the understanding of forest communities in the utilization and conservation of forest preservation TNGHS in this study, using observation, forums and discussion groups. To analyze the communication strategies used SWOT analysis is based on the logic that can maximize the strengths and opportunities, but at the same time can minimize the weaknesses and the threats are encountered in the communication activities in an effort to raise public awareness about forest use and conservation TNGHS.

4. Analysis Data

Based on the research results [17] for the conservation of Conservation Forest TNGHS information can be seen that the people of the three villages, the study provides an assessment with both categories of information TNGHS Conservation Forest. With the assessment criteria that the information submitted by the forest service is still relatively new information, relevant to the needs of the community, and the creative talent [17]. In this case the role of the forest officials as one of the resources role/position is very important in the dissemination of information to the public about Conservation Forest in TNGHS.

Based on the research results [16] note that the conservation of forest communities TNGHS receive information regarding the use and conservation of forests through interpersonal communication, group communication and mass media communication. Forest communities to get information from forest officials personally, because forest officials conduct visits in person and society also get information about the use and conservation of forests through the forest officials groups. For the use of mass media channels, forest communities are very difficult to access the mass media as the print media has not reached the village. As for the use of electronic mass media of television and radio TNGHS conservation of forest communities has been many who use it[15].

Interpersonal communication will be both effective and efficient if every individual to respect and comply with the norms and values that govern behavior in communicating with their respective roles in the group. According to the opinion of [9] that one of the factors that can lead to a harmonious inter personal relationship is communication, because communication is one component in inter personal relationships. Interpersonal communication will be successful when the message delivered match the Department of Forestry acquired experience and understanding of life. If the experience of the Department of Forestry with the communications community experience will run smoothly. While group communication is communication that took place between several people in a group of "small" as in close, meeting, conference, etc. [1]. Reference [28] define group communication as face-to-face interactions between three or more persons, with a view that has been known, such as information sharing, take care of yourself and problem solving, in which its members can remember the personal characteristics of other members of the accurately.

Cluster is a group of people with common goals who interact with one another to achieve a common goal, getting to know each other, and looked at the mass part of the cluster [12]. Compatible with [3], a group formed to facilitate in the delivery of programs, and projects that will aim to be achieved and the group, and is expected to be used as media for clusters. The results [15] notes that there are community groups in the villages around TNGHS are groups such as the PKK, study groups, group gathering, which became the target of the forest officials. Groups that exist only in the form of a guided group so that the forest officials have not been touched up to the rest of the community about Conservation Forest GHSNP.

The use of the mass media in this writing is a means of mass communication (channels of mass communication), which means that the process of delivering a message, idea, or information to many people simultaneously. Based on the research [17] forest communities TNGHS get information utilization and conservation of forest preservation TNGHS more frequently than in interpersonal communication channels and groups but rarely get the information through the mass media, so there needs to be the right strategy in the selection and use of media as communication channel information for the community forest. Necessary precision and opportunities in accessing and using the communication channel by the public in obtaining information utilization and conservation of forest preservation TNGHS, according to research results [25] that all parties can express their views through the media so many parties involved in open communication about a problem.

Based on the research results [15] note that the characteristics of the communities around the Conservation Forest TNGHS mostly located in the productive age, with low education levels, and income levels are low, but benefited by the number of family dependents are not great. With the picture may actually be an advantage in determining the appropriate communication strategies that are tailored to the characteristics of the community.

A Forest community is the recipient of a message or news information presented by the forest officials. In the communication process, people receive a message with a view to unrest and the message delivered properly by the forest officials or the media of communication reused. For forest officials that the message can be understood by the people, it is necessary to note that the effectiveness of the communication is the attention of the public to the messages being delivered.

One approach that can be used as an instrument in the selection of the basic strategy is through a SWOT analysis. [21], explains that the SWOT analysis is to identify the various factors systematically to formulate organizational strategy. External factors consist of opportunities and threats, while internal factors consist of strengths and weaknesses. From the previous explanation based on observations, interviews, and if the data can be known a few strengths, weaknesses, opportunities and threats of communication activities to increase public awareness on the utilization and conservation of forest preservation TNGHS.

Based on the description on the strength, opportunities, threats and weaknesses of the factors related to the communications strategy to increase understanding of forest communities in the utilization and conservation of forest preservation TNGHS, there are some communication strategies that may be suggested. The condition can be seen in the table below:

Table SWOT analysis in Formulating a Communications Strategy to raise Public Awareness of Conservation Forest TNGHS

<p style="text-align: center;">Internal</p> <p style="text-align: right;">External</p>	<p style="text-align: center;">Strength</p> <ol style="list-style-type: none"> Capacity of the forest officials are in either category. Information on Conservation Forest TNGHS already in either category. People really understand and utilize the forest preserve TNGHS by increasing physical productivity, optimize the arable land, environmental improvements and maximize revenue. Age society was in the productive age in the utilization and conservation of forest preservation GHSNP. 	<p style="text-align: center;">Weaknesses</p> <ol style="list-style-type: none"> A limited number of forest officials make information dissemination procedures for forest management is less felt by the whole community around the forest. There are many forest communities highly dependent on forest resources. Accessibility of forest communities in the mass media is still low. Not yet even, group-groups of communication were scouted by forestry officer.
<p style="text-align: center;">Opportunities</p> <ol style="list-style-type: none"> Government support for the development of conservation forests GHSNP. TNGHS conservation forests that have natural resources Widely available natural potential that can be utilized in improving the standard of living around the Conservation Forest GHSNP. 	<p style="text-align: center;">Strategy S – O</p> <p>Develop and establish cooperation with related parties as well as social networks in building and developing the natural attractions that can increase the income of the people around Conservation Forest GHSNP.</p> <p style="text-align: center;">(S 3,4 - O 1,2,3)</p>	<p style="text-align: center;">Strategy W – O</p> <p>Improve the quality and quantity of forest officials in the forestry officers to assist and empower forest communities in forest management conservation area TNGHS adapted to the region.</p> <p style="text-align: center;">(W 1,2 - O 2,3)</p>
<p style="text-align: center;">Threats</p> <ol style="list-style-type: none"> Encroachment and illegal gold mining at conservation of forest Violation of forest utilization zones TNGHS conservation by forest communities. Increasing number of housing construction and the people living in and around forest areas TNGHS 	<p style="text-align: center;">Strategy S – T</p> <p>Make a deal between forestry management (BTNGHS) with forest communities in the implementation of regulations and laws clearly an attempt to overcome the violation in the utilization and conservation of forest management GHSNP</p> <p style="text-align: center;">(S 1 – T 1,2,3)</p>	<p style="text-align: center;">Strategy W – T</p> <p>Expanding access to information for the public in obtaining information about forest use and Conservation Forest TNGHS.</p> <p style="text-align: center;">(W 1, 3 - T 1,2,3)</p>

4. Conclusion

Developing and working with stakeholders and social networking in developing and expanding natural attractions can increase income communities around Conservation Forest agreement between the governing forestry TNGHS.

Make (BTNGHS) with the adoption of the community forest regulations and laws clearly an attempt to overcome violations in the utilization and conservation of forest management TNGHS. Improve the quality and quantity of the Department of Forestry in the Department of Forestry outreach efforts in the community empowerment in the management of Conservation Forest TNGHS tailored to regional extents. And expand access to public information in obtaining information about forest utilization and conservation of forest TNGHS.

5. References

- Arifin A. Strategi komunikasi: Suatu pengantar ringkas. Bandung: Armico. (1994).
- Bahruni Pendekatan system dalam pendugaan nilai Ekonomi Total Ekosistem Hutan: Nilai Guna Hasil Hutan Kayu dan Non Kayu Jurnal Penelitian Sosial dan Ekonomi Kehutanan, 4 (3), (2007) 369-378.
- Diniyati D. Dinamika kelompok tani hutan rakyat: Studi kasus di Desa Kertayasa, Boja dan Sukorejo. Jurnal Kehutanan Vol 2 No 4.(2001).
- Djaenudin. Kesesuaian lahan untuk tanaman pertanian dan tanaman kehutanan. Laporan Teknis. Bogor: Pusat Penelitian Tanah dan Agroklimat. (1994).
- Effendy O U. Dinamika komunikasi. Bandung: Remaja Rosdakarya. (2000).
- Effendy O U. Ilmu teori dan filsafat. Bandung: Remaja Rosdakarya, (2003).
- Effendy O U. Ilmu komunikasi teori dan praktek. Bandung: Remaja Rosdakarya.(2007).
- Gunawan H. Karakteristik perambahan hutan di taman nasional Rawa Aopa Watumohai Provinsi Sulawesi Tenggara Jurnal - Info Hutan : Volume II No.4. (2005).
- Gunawati R. et.al Hubungan Antara Efektivitas Komunikasi Mahasiswa Dosen Pembimbing Utama Skripsi dengan Stres dalam Menyusun Skripsi pada Mahasiswa Program Studi Psikologi Fakultas Kedokteran Universitas Diponegoro. Jurnal Psikologi Universitas Diponegoro. Vol3 (2). (2006) 93-115.
- Krech. Individual in society. Ltd. USA. McGraw Hill.Kogakhusa.
- Mahbub M. A.S. 2007. Penyuluhan Kehutanan Partisipatif. Jurnal Hutan dan Masyarakat. Vol 2 (3). (1982)313-318.
- Mulyana D. Ilmu komunikasi: suatu pengantar. Bandung: Remaja Rosdakarya. 2005.
- Nasaruddin T. Perlindungan hukum atas hak asasi masyarakat adat dalam pengelolaan sumberdaya hutan Jurnal Sasi Vol 16 (4). (2010).
- Prabowo S.A.. Konflik tanpa henti: Permukiman dalam kawasan taman nasional Halimun Salak. Jurnal Kehutanan. Vol XVI. (3). (2010) 137-142.
- Purwatiningsih S D,Vitayala S H, Ginting B, Saleh A, Purnaningsih N. Efektivitas komunikasi pembangunan pada masyarakat sekitar hutan konservasi Taman Nasional Gunung Halimun Salak. Bina Widya. Vol 23 (4). (2012) 198-206.
- Purwatiningsih S D. Vitayala.S.H, Ginting B, Saleh A,Purnaningsih N,. Kapasitas Petugas Kehutanan dalam meningkatkan pemahaman masyarakat sekitar hutan konservasi Taman Nasional Gunung Halimun Salak. Jurnal IKON. Vol X (1). (2012) 64-75.
- Purwatiningsih S D,Vitayala.S.H, Ginting B, Saleh A, Purnaningsih N.Hubungan informasi konservasi hutan dengan pemahaman masyarakat sekitar hutan konservasi Taman Nasional Gunung Halimun Salak. Bina Widya. Vol 24 (1). (2012) 32-39.
- Pusbinlulut Pusat Bina Penyuluhan Kehutanan. *Buku saku penyuluhan kehutanan*. Jakarta: Pusbinlulut, Departemen Kehutanan. 2002.
- Rakhmat J.Psikologi komunikasi.Bandung: RemajaRosdakarya.(2001).
- Rangkuti F.Analisis SWOT teknik membedah kasus bisnis–reorientasi konsep perencanaan strategis untuk menghadapi abad 21. Jakarta: Gramedia. Pustaka Utama.(2008).
- Riyanto A.S. Kajian analitik pelibatan masyarakat lokal: upaya memberdayakan masyarakat menuju hutan lestari. Jurnal Penyuluhan. Vol 4. (2). (2008) 135-138.
- Rogers E.M. Diffusion of innovations. Fifth Edition. New York: Free Press. (2003)
- Siwiyanti Y, Ginting B. Hubungan Karakteristik Warga Masyarakat yang berdiam di desa tepi hutan dengan partisipan mereka dalam Pelestarian Hutan Jurnal Penyuluhan. Vol 01 (4). (2006) 51-57.
- Sylviany.. Kajian dampak perubahan fungsi kawasan hutan terhadap masyarakat sekitar. Jurnal Penelitian Sosial dan Ekonomi Kehutanan.Vol 5. (3). (2008) 155-178.
- Tan A.. Pengantar teori dan manajemen komunikasi. Jakarta: Jurnal Press. (1981).
- Tridiatno. Masalah-masalah moral masyarakat di Surat kabar studi kasus terhadap kasus di surat kabar harian Kedaulatan Rakyat. Jurnal ilmu komunikasi.Vol 3. (2). (2006) 161-174.
- Wiryanto. Pengantar ilmu komunikasi, Jakarta: Gramedia Widiasarana Indonesia. (2005).
- Yogaswara H. Taman nasional dalam wacana politik konservasi alam; Studi kasus pengelolaan taman nasional gunung Halimun Salak. Jurnal Kependudukan Indonesia. Vol IV (1). (2009) 73-89.