

ABSTRACT

Forest and land fires still become the complex problems up to the present time. One of the areas in Indonesia that is prone to forest and land fires is Banyu Urip Village, Tanjung Lago District, Banyuasin Regency, South Sumatra. Indonesia needs to anticipate a prevention of forest and land fires to minimize the potential of massive fire. This research aimed at understanding how participatory communication prevented forest and land fires during the Covid-19 pandemic to the Fire Care Community in Banyu Urip Village, Tanjung Lago District, Banyuasin Regency in 2020. Qualitative descriptive approach, constructivist paradigm, and case study method with a research focus on participatory communication in preventing forest and land fires in South Sumatra in 2020 were used in this research. The subject was focused in the Fire Care Community in Banyu Urip Village in preventing forest and land fires in South Sumatra Province. The results showed that forest and land fires occurred as there were biophysical, economic, and socio-cultural factors. Therefore, the integrated handling was needed in the form of program-based participatory communication. The dynamic of Fire Care Community reviewing from the solidarity, the leadership, and the role carried out was in the accordance with the expected main tasks and functions. The participatory communication was occurred through monolog and dialogue communication modes in implementing the prevention program related to forest and land fires.

Keywords: *Forest and land fires, Prevention, Participatory communication, Fire Care Community (MPA), Covid-19*

ABSTRAK

Kebakaran hutan dan lahan masih menjadi masalah yang kompleks pada saat ini. Salah satu wilayah di Indonesia yang rawan kebakaran hutan dan lahan adalah Desa Banyu Urip, Kecamatan Tanjung Lago, Kabupaten Banyuasin, Sumatera Selatan. Indonesia perlu mengantisipasi pencegahan kebakaran hutan dan lahan untuk meminimalkan potensi kebakaran masif. Penelitian ini untuk memahami bagaimana komunikasi partisipatif pencegahan kebakaran hutan dan lahan di masa pandemi Covid-19 pada Masyarakat Peduli Api (MPA) di Desa Banyu Urip, Kecamatan Tanjung Lago, Kabupaten Banyuasin tahun 2020. Penelitian menggunakan pendekatan kualitatif deskriptif, paradigma konstruktivis, metode studi kasus dengan fokus penelitian pada komunikasi partisipatif dalam pencegahan Karhutla di Sumatera Selatan tahun 2020. Subjek penelitian ini berpusat pada Masyarakat Peduli Api (MPA) Desa Banyu Urip dalam melakukan pencegahan kebakaran hutan dan lahan di Provinsi Sumatera Selatan. Hasil penelitian menunjukkan kebakaran hutan dan lahan terjadi karena adanya faktor biofisik, faktor ekonomi, dan faktor sosial budaya sehingga dibutuhkan penanganan terpadu dalam bentuk komunikasi partisipatif berbasis program. Dinamika kelompok Masyarakat Peduli Api (MPA) yang ditinjau dari kekompakan, kepemimpinan, dan peranan yang dijalankan sesuai dengan tugas pokok dan fungsi yang diharapkan. Komunikasi partisipatif yang terjadi melalui mode komunikasi monolog dan dialog dalam menjalankan program terkait pencegahan kebakaran hutan dan lahan.

Kata kunci: *Kebakaran hutan dan lahan, Pencegahan, Komunikasi partisipatif, Masyarakat Peduli Api (MPA), Covid-19*