

ABSTRAK

Dampak kebakaran hutan dan lahan meresahkan dunia internasional. Banyak kepala negara menandatangani Paris Agreement sebagai komitmen menurunkan emisi gas rumah kaca. Upaya lain dilakukan Presiden Joko Widodo dengan mendirikan Badan Restorasi Gambut dan Mangrove (BRGM). Kelestarian gambut dan mangrove penting untuk diperhatikan karena keduanya menyimpan karbon lebih banyak dari pada jenis hutan dan lahan lainnya. Penelitian ini bertujuan mengidentifikasi praktik komunikasi pembangunan partisipatif dari BRGM melalui pemberdayaan masyarakat dalam pelaksanaan strategi revitalisasi pada program Desa Mandiri Peduli Gambut di Desa Putak, Sumatera Selatan periode tahun 2021-2023. Desa Putak mengalami kebakaran di tahun 2015, 2017, 2018, dan 2019. Total lahan terbakar hampir mencapai setengah dari jumlah luas desa yang kebanyakan berada di lahan gambut.

Jenis penelitian adalah kualitatif deskriptif dengan pendekatan studi kasus. Data-data dikumpulkan melalui teknik wawancara, observasi partisipan, dan sumber-sumber tertulis. Hasil analisis menunjukkan bahwa komunikasi pembangunan partisipatif berhasil dipraktikkan BRGM untuk mendorong pemberdayaan masyarakat melalui program revitalisasi mata pencaharian. Komunikasi pembangunan tidak hanya berdasarkan keputusan dari BRGM, tetapi juga melibatkan kesepakatan dan partisipasi masyarakat. Selain itu, setiap kelompok masyarakat mempraktikkan keempat prinsip komunikasi pembangunan partisipatif dan keempat domain pemberdayaan. Meskipun begitu, pihak BRGM masih harus lebih proaktif dalam menanggapi keluhan masyarakat dan memberi pelatihan komunikasi agar masyarakat Desa Putak lebih mudah menjalin relasi dengan pihak lain di masa depan.

Kata kunci : *Kebakaran Hutan dan Lahan, Badan Restorasi Gambut dan Mangrove, Komunikasi Pembangunan, Komunikasi Partisipatif, Pemberdayaan Masyarakat*

ABSTRACT

The impact of forest and land fires is a global concern. Many heads of state signed the Paris Agreement as a commitment to reduce greenhouse gas emissions. President Joko Widodo has taken additional measures by establishing the Peat and Mangrove Restoration Agency (BRGM). The preservation of peatlands and mangroves is crucial as they store more carbon than other types of forests and lands. This research aims to identify the participatory development communication practices of BRGM through community empowerment in implementing revitalization strategies in the Peat Care Independent Village program in Putak Village, South Sumatra for the period 2021-2023. Putak Village has experienced fires in 2015, 2017, 2018, and 2019. The total burned land reached almost half of the total village area, most of which was on peatland.

The type of research is descriptive qualitative with a case study approach. Data were collected through interviews, participant observations, and written sources. The analysis showed that participatory development communication has been successfully practiced by BRGM to promote community empowerment through livelihood revitalization programs. Development communication is not only based on BRGM's decisions, but also involves community agreement and participation. Furthermore, each community group practiced the four principles of participatory development communication and the four domains of empowerment. However, BRGM needs to be more proactive in responding to community complaints and providing communication training to facilitate better relations between Putak Village residents and other stakeholders in the future.

Keywords : *Forest and Land Fires, Peat and Mangrove Restoration Agency, Development Communication, Participatory Communication, Community Empowerment*