

## **ANALISIS FAKTOR PENERIMAAN PROGRAM RESTORASI LAHAN GAMBUT BRGM RI DI DESA TELUK MESJID KALIMANTAN SELATAN**

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### **INTISARI**

Badan Restorasi Gambut dan Mangrove (BRGM) RI merupakan suatu badan yang dibentuk dengan tujuan meningkatkan upaya restorasi gambut di Indonesia dengan program 3R. Peran masyarakat menjadi penting untuk melaksanakan seluruh program yang diberikan. Oleh karena itu sangat penting untuk mengetahui persepsi masyarakat terhadap program BRGM sehingga program tersebut dapat diterima. Penelitian ini bertujuan mengetahui faktor yang memengaruhi penerimaan masyarakat terhadap program restorasi gambut dari BRGM RI. Penelitian dilaksanakan di Desa Teluk Mesjid, Balangan, Kalimantan Selatan sebagai salah satu desa yang mau menerima seluruh program restorasi dari BRGM RI. Penelitian ini mengacu konsep TPB (*Theory of Planned Behavior*) dimana perilaku seseorang dapat dipengaruhi oleh *Subjective Norm* (SN), *Attitude Toward Behavioral* (ATB) dan *Perceived Behavioral Control* (PBC). Nilai dari faktor yang memengaruhi dianalisis menggunakan analisis *Structural Equation Modelling* (SEM). Hasil analisis menunjukkan bahwa perilaku seseorang dalam menerima program dari BRGM RI secara signifikan dipengaruhi oleh *Perceived Behavioral Control* (PBC) dengan ( $\beta$  0.381,  $p < 0.001$ ). Akhirnya, keyakinan masyarakat dalam melakukan suatu hal akan memengaruhi proses penerimaan program yang direncanakan oleh BRGM.

**Kata Kunci :** Penerimaan Program BRGM, Badan Restorasi Gambut dan Mangrove (BRGM) RI, *Theory of Planned Behavior* (TPB), *Structural Equation Modelling* (SEM)

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***ANALYSIS OF FACTORS INFLUENCING PUBLIC ACCEPTANCE OF  
THE PEATLAND RESTORATION PROGRAM BY BRGM RI IN TELUK  
MESJID VILLAGE SOUTH KALIMANTAN***

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**ABSTARCT**

*Badan Restorasi Gambut dan Mangrove (BRGM) RI is an organization established to enhance peatland restoration efforts in Indonesia through the 3R program. The role of the community is crucial for the implementation of all provided programs. Therefore, understanding the community's perception of BRGM's programs is essential for their acceptance. This study aims to identify the factors influencing community acceptance of BRGM's peatland restoration programs. The research was conducted in Teluk Mesjid Village, Balangan, South Kalimantan, one of the villages willing to accept all restoration programs from BRGM. This study refers to the Theory of Planned Behavior (TPB), where an individual's behavior can be influenced by Subjective Norms (SN), Attitude Toward Behavior (ATB), and Perceived Behavioral Control (PBC). The values of the influencing factors were analyzed using Structural Equation Modeling (SEM). The analysis results show that an individual's behavior in accepting programs from BRGM is significantly influenced by Perceived Behavioral Control (PBC) with ( $\beta$  0.381,  $p < 0.001$ ). Ultimately, the community's belief in their ability to perform a task will influence the acceptance process of the programs planned by BRGM.*

**Keywords :** *BRGM Program Acceptance, Badan Restorasi Gambut dan Mangrove (BRGM), Theory of Planned Behavior (TPB), Structural Equation Modeling (SEM),*

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