

## Abstrak

Pembangunan Pembangkit Listrik Tenaga Panas Bumi (PLTP) Baturraden oleh PT Sejahtera Alam Energy (SAE) di kawasan hutan lindung Gunung Slamet menuai pro dan kontra di kalangan masyarakat. Di satu sisi, proyek ini dianggap penting untuk memenuhi kebutuhan energi, namun di sisi lain, terdapat kekhawatiran terkait dampaknya terhadap lingkungan dan keberlanjutan ekosistem setempat. Dalam konteks ini, kehadiran green informal leader menjadi pendorong utama terbentuknya Aliansi Save Slamet, sebuah gerakan sosial yang berjuang melindungi ekosistem Gunung Slamet. Penelitian ini menyoroti bagaimana green informal leader memobilisasi dukungan masyarakat melalui pendekatan jaringan sosial dan budaya, dengan memanfaatkan lima sumber daya utama: moral, kultural, manusia, organisasi sosial, dan finansial. Dengan memanfaatkan kelima sumber daya tersebut, pemimpin ini berhasil membangkitkan kesadaran kolektif dan rasa tanggung jawab terhadap lingkungan. Masyarakat diorganisir untuk berpartisipasi dalam aksi pelestarian dan membangun aliansi dengan berbagai organisasi sosial. Selain itu, dukungan finansial juga digalang untuk memastikan keberlanjutan gerakan. Penelitian ini menggunakan pendekatan kualitatif yang mencakup wawancara, observasi, dan dokumentasi untuk memperoleh data yang komprehensif. Teori mobilisasi sumber daya diterapkan untuk menganalisis bagaimana strategi green informal leader memperkuat komitmen kolektif masyarakat. Melalui strategi ini, green informal leader tidak hanya berhasil mendorong terbentuknya Aliansi Save Slamet, tetapi juga memperkuat komitmen kolektif masyarakat dalam menjaga keberlanjutan ekosistem di Gunung Slamet, demi masa depan yang lebih baik dan berkelanjutan.

***Keyword: Green Informal Leader, Mobilisasi Sumber Daya, Gerakan Sosial, Aliansi Save Slamet***

## Abstract

The construction of the Baturraden Geothermal Power Plant (PLTP) by PT Sejahtera Alam Energy (SAE) in the protected forest area of Mount Slamet has sparked both support and opposition within the community. On one hand, this project is seen as crucial for meeting energy needs, but on the other, concerns have been raised about its potential impacts on the environment and the sustainability of the local ecosystem. In this context, the presence of a green informal leader has become a key driver in the formation of the Save Slamet Alliance, a social movement dedicated to protecting the Mount Slamet ecosystem. This study highlights how a green informal leader mobilizes community support through social and cultural networking, leveraging five key resources: moral, cultural, human, social organizational, and financial. By effectively utilizing these resources, the leader has successfully raised collective awareness and a sense of environmental responsibility. The community has been organized to participate in conservation efforts and to build alliances with various social organizations. Additionally, financial support has been garnered to ensure the movement's sustainability. This research employs a qualitative approach, including interviews, observations, and documentation, to gather comprehensive data. The theory of resource mobilization is applied to analyze how the green informal leader's strategies strengthen the collective commitment of the community. Through these strategies, the green informal leader has not only facilitated the formation of the Save Slamet Alliance but also reinforced the community's collective commitment to safeguarding the sustainability of the Mount Slamet ecosystem, for a better and more sustainable future.

***Keywords: Green Informal Leader, Resource Mobilization, Social Movement, Save Slamet Alliance***