

PENGARUH INOVASI PROGRAM DAN KARAKTERISTIK MASYARAKAT TERHADAP PENERIMAAN HUTAN KEMASYARAKATAN (HKm) DI DESA KATONGAN, KECAMATAN NGLIPAR, KABUPATEN GUNUNG KIDUL

INTISARI

Di Desa Katongan, Kecamatan Nglipar, Kabupaten Gunung Kidul diterapkan sebuah inovasi kebijakan berupa Hutan Kemasyarakatan (HKm) yang menimbulkan berbagai macam persepsi, khususnya oleh masyarakat di dalam dan di sekitar hutan. Penelitian ini bertujuan untuk mengetahui tahap – tahap penerimaan inovasi, pengaruh inovasi program dan karakteristik masyarakat terhadap penerimaan HKm di desa tersebut.

Penelitian ini menggunakan metode studi kasus dan survei. Pengambilan data dilakukan dengan dua cara. Pertama melalui *interview guide* dengan mewawancarai informan secara mendalam. Kedua melalui kuisioner dengan memberikan pertanyaan pilihan terhadap responden. Penentuan informan dilakukan dengan metode *non-probability sampling*, dimana didahului wawancara terhadap pemegang informasi kunci (*key informan*) seperti perintis, pengusul, atau pengurus HKm. Sedangkan penentuan responden dilakukan dengan metode *sampling kebetulan (accidental sampling)*.

Hasil penelitian menunjukkan bahwa proses penerimaan inovasi HKm di Desa Katongan berlangsung lima tahap yang meliputi ; tahap kesadaran (1995 s/d 1996), tahap minat (1995 s/d 1996), tahap penilaian (1995 s/d sekarang), tahap percobaan (2004 s/d 2007), dan tahap penerimaan (1995 s/d sekarang). Inovasi program yang paling berpengaruh terhadap penerimaan HKm adalah keuntungan dan manfaat yang ditawarkan oleh inovasi ini. Inovasi program yang dianggap tidak menguntungkan adalah kerumitan dalam memperoleh izin serta ukuran keberhasilan yang membutuhkan waktu lama. Karakteristik masyarakat yang paling berpengaruh terhadap penerimaan HKm adalah sikap masyarakat itu sendiri beserta tokoh – tokohnya yang mulai terbuka terhadap hal baru. Kesesuaian Inovasi Program dengan karakteristik masyarakat adalah faktor utama agar suatu inovasi dapat diterima dan disebarluaskan.

Kata kunci : hutan, hutan kemasyarakatan, inovasi, masyarakat

THE INFLUENCE OF PROGRAM INNOVATION AND THE CHARACTERISTICS OF THE COMMUNITIES TO ACCEPT COMMUNITY FORESTRY (HKm) IN KATONGAN VILLAGE, NGLIPAR DISTRICT, GUNUNG KIDUL REGENCY

ABSTRACT

The innovation policy of Community Forestry (HKm) applied in Katongan Village, Nglipar District, Gunung Kidul Regency raises variety of perceptions, particularly by forest communities and surrounding. This research aimed to investigate the steps of acceptance, influence of the program innovation and the characteristic of the communities to accept.

This research used case study and survey methods and the data were obtained by two methods. These were the interview guides to do deep interview to informants and the questionnaire by asking selective questions to respondents. The informants were determined by non-probability sampling method with conducted early interview to the key informants such as the initiators and committees of HKm. Whereas, the respondents were determined by accidental sampling method.

The result showed that the innovation acceptance process of HKm in Katongan Village consists of five steps i.e. awareness (1995-1996), interest (1995-1996), assessment (1995- recent), trial (2004-2007), and acceptance (1995-recent). The Program Innovation that had the highest influence to the acceptance of HKm were profit and advantage offered by this program. The Program Innovation that was considered unprofitable were the complexity in obtaining license and the standard of success that take a long time. The characteristics of communities that had highest influence to the acceptance of HKm were the communities attitudes and the figures attitudes that open to new things. The suitability of the Program Innovation and the characteristics of the communities is fundamental factor for innovation to be accepted and implemented in other areas.

Key words: forest, community forestry, innovation, communities